

## Jeremy McGilvrey Reveals How Email Marketing Can Help Your Small Business Succeed



**San Antonio, Jan 1, 2021 ([IssueWire.com](https://www.issuewire.com))** - Do you have a small business? Then, it's crucial that you have simple, cost-efficient ways to drive revenue. Most marketing channels promise simple-to-use tools and excellent ROI.

However, few compare to email marketing.

Did you know that you can make and send emails, which provide [\\$38 for each \\$1 spend](#) with a dependable email service provider at your side?

This post will look at different actionable ways on how your business can succeed in email marketing.

### **What is Email Marketing?**

In case you didn't already know, email marketing is an online marketing strategy based on sending emails and establishing connections with customers and prospects.

An efficient email marketing strategy turns prospects into hot leads and turns first-time buyers into recurring clients. One of the key benefits of email marketing is that you can easily automate the process.

With all the talk of chatbots, virtual reality, artificial intelligence, and video, you may be thinking that email marketing is dead. But don't be fooled. The reality is that email marketing is going strong each day

and likely one of the best strategies for your business.

Email marketing is ranked as the [most efficient marketing channel](#), dominating affiliate marketing, SEO, and social media.

Hundreds of millions of people use email as a way to communicate – [eighty-five percent of adult online users](#) in America. So if you want to meet your customers where they buy, it's crucial you implement an email marketing campaign for your small business.

## **Importance of an Efficient Email Marketing Strategy**

Email plays a big part in people's lives as individuals, professionals, and even consumers. How many people do you know without an email address? There is a good possibility that you can count all of those individuals on one hand.

Based on a Pew Research survey, over half of the globe's population utilized email in 2020. That figure is anticipated to rise to over [4.3 billion by 2023](#). This provides a massive opportunity for all businesses to reach their target market, whatever their audience may look like.

Adding effective email marketing campaigns to your list of digital marketing strategies will allow your business to improve its visibility and reach. This will likely result in you engaging and converting more leads and turning those leads into consistent sales.

Email marketing matters to your business, as it can help you launch ahead of your competitors. It lets you open new markets, bring in new customers, and establish long-term customer relationships.

Such advantages are important, particularly to small businesses. Email marketing helps you present captivating newsletter content directly to your customer with subtle calls to action in the PS section of the email.

## **Benefits of Email Marketing**

You will find numerous benefits of marketing your business through email. A few includes:

- **Ease of Use**

It's simple to run an email marketing campaign! It takes little effort to set up an automated email marketing campaign.

- **The Results Are Measured**

You can measure the effectiveness of your campaign with the analytics most email autoresponders provide.

For instance, you can track the click-through rate and see how your prospects came to your site. That helps you decide if your email marketing strategy is paying off or not.

- **Reach Anyone On the Globe**

If targeted properly, your email campaign can reach nearly anyone on the planet. That's powerful when you can contact nearly anyone in the world by simply implementing a few clicks of your mouse.

Are you currently using a platform such as WordPress? Then, the options for email marketing plugins are endless. Simple WordPress plugins will help you capture emails from website visitors in smart and simple ways.

- **Cost-Efficient**

Did you know that email marketing is one of the least expensive online promotion strategies? All you have to do is sign up for one of the many, many email autoresponders and contact their support team to get your first marketing email plan launched.

## **Effective Email Marketing Strategies to Help Your Business Succeed**

You have learned what email marketing is, the importance of effective email marketing, and the benefits of email marketing. Are you ready to increase your revenue? Here are 5 actionable techniques you can implement to help your small business succeed with email marketing:

- **Make Mobile-Friendly Emails**

Your subscribers need to open, click, and buy to drive revenue. Making sure your emails look as great on their tablets or mobile devices must be a given. According to a survey, [sixty-six percent](#) of emails are opened through mobile devices.

You will need to use the best email marketing service provider that provides responsive templates, which adapt your emails to mobile formats.

- **Customize the Email**

We know how tempting it is to send the same email to all your subscribers' list. Nonetheless, take the time to customize your email marketing campaigns. [74% of marketers](#) noticed increased customer engagement through targeted personalization. You're likely to drive revenue if you have an engaged list.

- **Segment All Your Contacts**

Indeed, customization with a custom greeting is a breeze. However, it's challenging to customize each email when it comes to content. That's why you should segment your email list.

Segmentation is a process of breaking your email list into groups based on behavior or demographics. You may want to break your list into groups based on income, age, location, or gender.

Having a segmented contact enables you to make emails for every group. For instance, you can send promos to customers based on which office location they live closest to if you segmented them by location.

- **Automate Specific Emails**

Email automation has a plethora of applications. That may be one reason small businesses stay away from it. You can still present amazing emails even without being in front of your PC if you utilize automation on a basic level.

- **Track Your Metrics and Adjust**

Metrics provide you data on what is working and what is not. Two of the most important metrics you need to keep an eye on our click-through rate and open rate.

The [Email marketing](#) campaigns you send can help you drive more traffic to your online store or website. Are you ready to start your own email marketing campaign? Hopefully, I've provided you an air-tight argument as to why your small business should invest in email marketing today.



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