

DigitalME: Revolutionize your business through email marketing



San Diego, California Jan 4, 2022 ([Issuewire.com](https://www.issuewire.com)) - Running a business seems like an easy task, but it isn't. From having to inventory the stocks, to marketing the products, it's not just a simple process of 1-2-3. Oftentimes business owners try to do everything on their own, thinking it's the best way to monitor their business, but that shouldn't be the case. There are now a lot of modern ways to help a business owner run his business, for example, connecting with their audience through *DigitalME's email marketing services*.

Email marketing is sending a commercial message to your prospects, usually, it's an advertisement about your product, an ongoing sale, or simply a welcome email. Email marketing is used by thousands of businesses around the world, big or small. It's very popular amongst almost all industries due to its effectiveness and efficiency in sending out what the people need to know and in generating sales or leads.

Email marketing's popularity relies on being such a huge help in building meaningful relationships with customers. It's cost-effective, less intrusive, can be automated, scalable, time-saving, provides real-time interactions, and the list goes on. That said, email marketing is definitely worth it, and the benefits speak for themselves. Combine it with great management and a solid strategy, your business will be competent enough to rely entirely on email for promoting your products/services. DigitalME is a top agency with a proven track record providing email marketing services that help clients route and manage their email strategies.

When it comes to tools, *ActiveCampaign* and *InfusionSoft (now Keap)* are DigitalME's frontrunners for email marketing. ActiveCampaign offers cloud-based marketing and sales automation software, while Keap offers an integrated email marketing platform for small business users. Each of these software is capable of CRM and marketing management functionality, [but each one has a different approach](#). If you want to implement your email marketing strategy, don't hesitate to visit [DigitalME's website](#).

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