



**EMAIL
MARKETING**

“ Get your businesses going in the right direction with a targeted list of permission based emails. Don't get into spam. Get into their hearts.”

PERMISSION

SEGMENTATION

SUCCESS



We all are proud to call this period of our lives as the digital period. This is the period when both people and businesses are communicating more freely. Email has now become an inevitable part of our daily lives. And, with the increasing usage of mobile devices; the frequency of being online has increased manifold.

One of the vital challenges that businesses are facing is to maintain consistent relationships with the customers. While digital media has shortened the gap between businesses and customers, being a master of it in a consistent manner is what makes the real difference. It is hard to stay ahead in the competition without fostering relationships with customers.

“Email marketing has a great potential to drive businesses forward by helping them reach their target customers faster.”

By focusing on all aspects of email marketing, businesses can leverage the full potential of this digital marketing platform to reach their target customers. Reaching the customers in a way comfortable to them is what motivates them to build trust around your business. The increased usage of digital devices is a strong indicator of evolution of different digital marketing channels in the future.

The more time businesses save for critical tasks, the more they save money. Ultimately, more will be the revenue. Publishing short informational content through a targeted email marketing campaign can help customers get valuable information about your products and services.

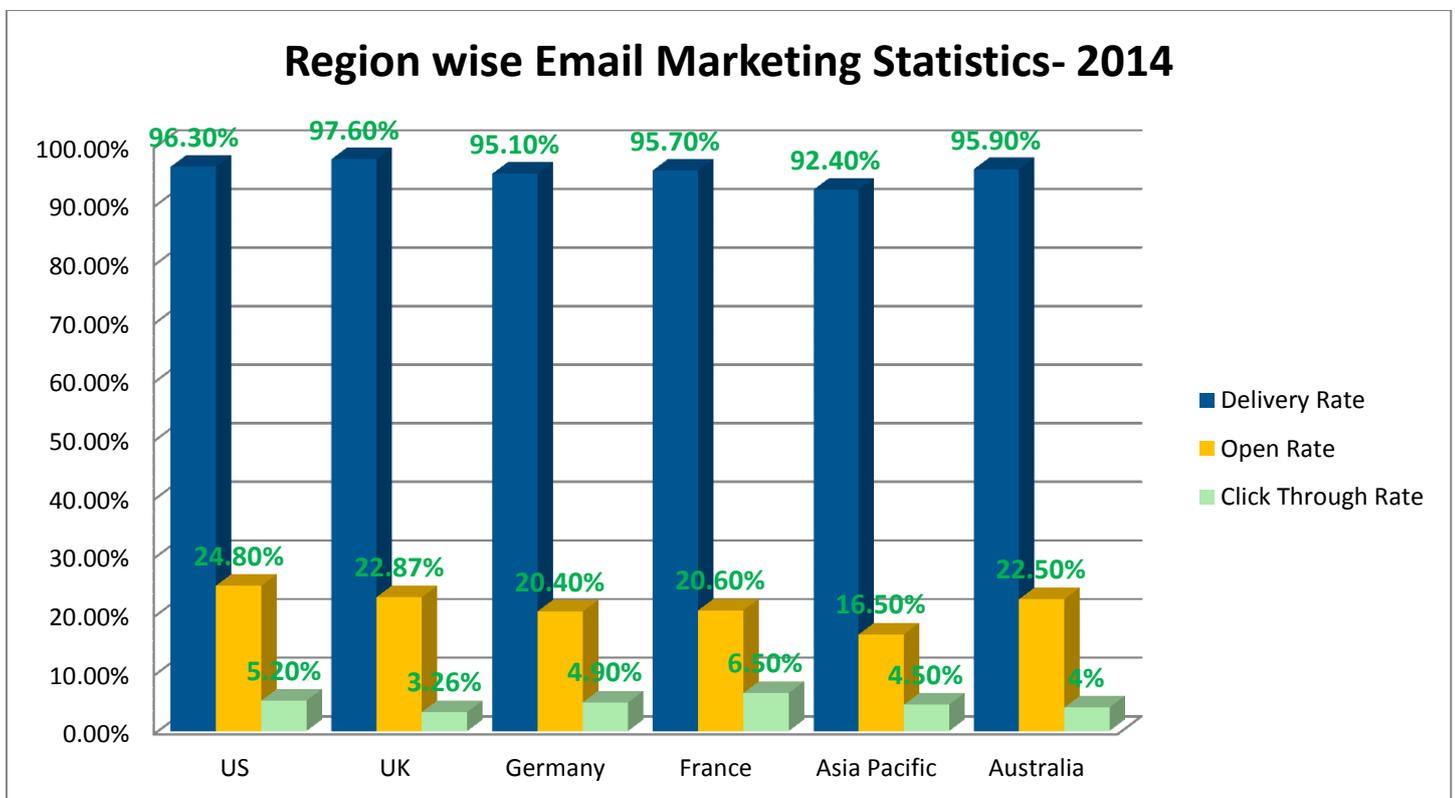
“Consistent email campaigns can lead to increased customer access and enhanced brand awareness.”

Today’s customers don’t want a sales call. They want information that can solve the problems they are facing and make their life easier. They want customized solutions to their specific problem types.

THE POWER OF EMAIL MARKETING! WHY TRADITIONAL EMAIL SENDING DOESN'T WORK

Traditional mail sending processes are associated with more time and costs, when compared to advanced email marketing. Email marketing is permission based and targeted to unique group of customers in order to get the effective results.

A specific permission based email database is used to undertake an email marketing campaign. This helps in targeting to only those customers who are really looking forward to the products and services that you are providing. This concentrated effort ultimately helps in building the right customer base.



Source: www.smartinsights.com

The power of email marketing comes with the different analytical tools. When businesses get real-time parameters about consumer behavior online; they can make effective decisions about how to improve interaction levels with the customers.

The perceptions and preferences of customers change periodically and businesses need to be flexible to effectively cater to these changes. Whether it's for ongoing promotion or regarding a new product/service launch; the custom templates can touch the hearts of prospective customers and can make the whole email marketing program a success.



GET THEIR PERMISSION. THEN GET THEIR ATTENTION. DON'T TRY TO GET ATTENTION WITHOUT PERMISSION

A successful marketing campaign is based on a strong foundation of a permission based email list. This is the list of subscribers who have agreed to receive informational content about your products and services. Businesses can design customized email marketing programs targeted at specific subscriber's list, so as to maintain the interest of the audience towards their service lines.

By developing a permission based email list, businesses target only the interested audience and thus save the valuable time of both themselves and customers. A service specific consumer database with valid email addresses can result in minimum bounces and more click rates.

Add Sign Up Boxes in Pages of Websites	How to Build the Email List	Add Signup Newsletter check box in Contact us form
Advertise your newsletter in outdoor newsletters.		Add a Signup box in between the transaction phase (For ecommerce websites)

Keeping the email databases fresh is also an important paradigm to consider for the overall success of the email marketing campaign. Businesses can earn the required trust by providing different subscribing options to prospective audiences over different channels and sending meaningful messages to them.

EMAIL MARKETING IS ALL ABOUT TARGETING. SO, HOW TO TARGET?

As email marketing comes with effective tracking and analytics, it becomes quite easy to track the past consumer behavior and map those findings to the future email marketing campaigns. The analytical results depict different email response parameters; which help marketers to target the interested consumer group.

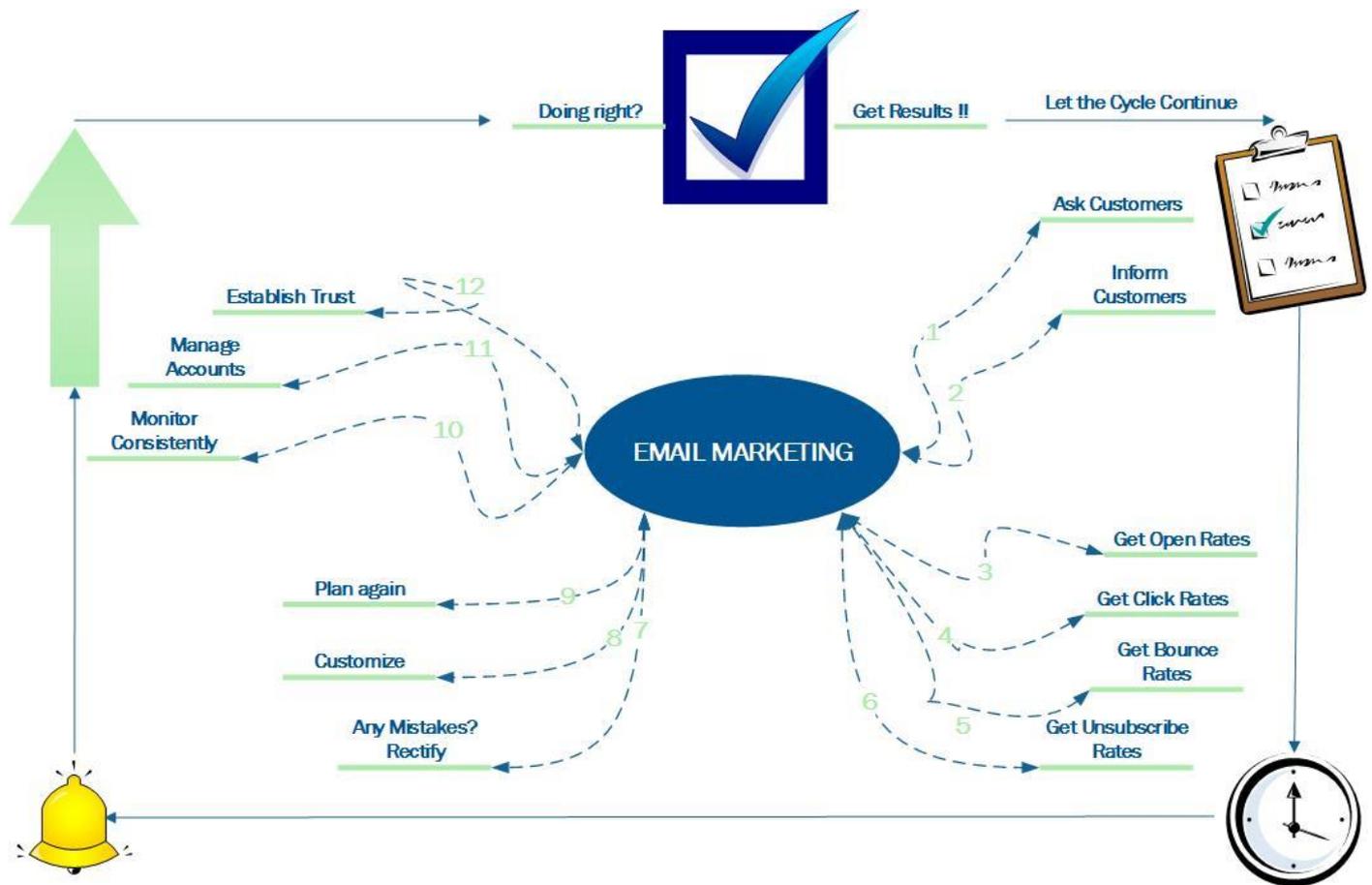
Targeting with custom tailored messages is a vital goal which email marketing accomplishes. With a segmented database of subscribers, email marketing can yield the optimum results.

THE REAL MESSAGE YOU WANT YOUR CUSTOMERS TO GET

You don't want your customers to be overwhelmed by the products or services you have to offer. Information overload can make or break the effectiveness of an email campaign. Email marketing offers a flexible way to design the right content for the right audience.

A well planned campaign lets the consumers accept the product or service information in consumable pieces. With specific dimensions set for each email campaign, customers are able to get non-intimidating messages in their mail boxes.

12-Step Email Marketing. Getting the best using Technology



Email marketing helps marketers get detailed statistical reports such as open rates, click rates, bounce rates and unsubscribe rates. With the aid of these data, marketers can update the email list periodically so as to get effective results.

ESTABLISHING TRUST

Irrespective of your industry or business, establishing trust is a vital goal to be achieved in every email marketing program. You have many competitors in the market and everyone is trying to gain the attention of their target audience. If you don't have a compelling message to share and you don't leverage the best technical capabilities, you can stay back in the race.

The subject line, the body message, the delivery times; all plays a combined role to make the email marketing campaign effective. Businesses should focus on frequency by sending the appropriate emails to the appropriate audiences at the right times. Sending them when they don't need it can be detrimental to the overall goal of email marketing.

“The content should be focused, the audience should be focused and the timing should be focused.”

DON'T GET INTO SPAM. INSTEAD, DO EMAIL MARKETING RIGHT

The chances of success are more with an interest based and permission based email marketing campaign. The main goal of businesses should be to inform and educate prospective customers about the benefits they are going to get from the products and services. Permission based email marketing builds the necessary trust among the customers. By receiving the permission of customers, businesses show the respect they have for their customers and how they are not selling but informing them about their product and service lines.

Businesses could be wasting their time by still following the traditional mail sending approach. The prospects could be getting a negative impression on them. They could not be getting real-time analytics out of the approach and thus would be wasting money in the long term.

By embracing the email marketing program, businesses can significantly improve their capabilities and can build better relationships with their prospective customers. RAD365 Media designs custom email marketing campaigns for multiple sized businesses, so as to help them reach recipients effectively.

About RAD365 Media:

RAD365 Media is a professional digital marketing service provider focusing on Email Marketing, Social Media Marketing and Marketing Analytics. RAD365 Media aims at providing the best value to both the buyer and seller communities by utilizing the high impact digital space. With customized digital marketing plans and effective campaign tracking, RAD365 Media strives to bring businesses close to their target audience. Please visit www.rad365media.com to know about our services and solutions.

