

# 7 Ways Email Marketing Increases Profits

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## Email Marketing Campaigns Work for Your Business

In business, relationships are everything. Email Marketing is an effective way to remain in touch with your clients, deliver promotional messaging to your business's target audience and expand it even further. If you're not implementing B2C & B2B Email Marketing Services, you're missing out on an affordable marketing option that delivers real sales results and a high ROI (Return on Investment).

Contrary to popular belief, Email Marketing is not expensive. In fact, it costs 50% less than direct mail and allows businesses to digitally engage their demographic at a fraction of the cost of traditional mail. And there are impressive stats to back this up. In 2014, Email Marketing generated approximately \$42.25 for every dollar spent.\* This outperforms all other direct marketing channels.

According to the Direct Marketing Association, in 2013, 66% of consumers made a purchase online as a result of an email marketing message. Email marketing has an ROI of 4,300%\*\* and these numbers continue to grow. Quite simply, there's no other marketing method that allows businesses to reach as many potential customers and experience such a high level of return.

Finally, consider that your competitors are leveraging the benefits of Email Marketing. Why shouldn't you? Your business can't afford NOT to use it.

\*Source: emailexpert.org -- <http://emailexpert.org/infographic-10-must-know-email-marketing-stats-2014/>

\*\*Source: <http://blog.hubspot.com/marketing/email-marketing-stats-list>

Email helps generate immediate conversions such as sales, downloads, inquiries, registrations, etc. from new customers.

## **Need More Reasons To Use Email Marketing? Here are Seven.**

1. **Up-Sell/Cross-Sell Products & Services** - Email is an effective platform for businesses to use when promoting products and services. Create a series of messages/auto-responders that instantly follow up with appealing offers.
2. **Increased Sales Conversions** - Consumers average five website visits before completing a major purchase or selecting a service provider. Effective sales processes require the element of repetition and engagement, making Email Marketing an effective tool.
3. **Build Brand Awareness** - Your primary goal is to have your brand recognized and recalled by consumers at the critical moment they are making purchasing decisions. Utilize Email Marketing to engage and deliver relevant news and promotions about your products and services to support consumer recall at the point of purchase.
4. **Gain Insight & Valuable Feedback** - Consumer engagement goes both ways. Use email campaigns to remain accessible, request consumer feedback, and strengthen customer relationships, encouraging trust and reinforcing brand loyalty.
5. **Encourage On & Offline Purchases** - According to one survey, 59% of consumers said they made in-store/offline purchases prompted by an email promotion they received.
6. **Generate Repeat Sales** - Generate up to four times more profit. Email increases repeat purchase frequency from your existing clients.
7. **Acquire New Customers** - Email helps generate immediate conversions such as sales, downloads, inquiries, registrations, etc. from new customers.

We'll create powerful Email Marketing campaigns for your business and your brand.

## Fully Managed Email Marketing Campaigns

### Let AWG Direct Your Email Marketing

Focus on your business instead. From concept through deployment, our team will identify your target market and regularly measure and adjust based on campaign data and feedback.

We'll create powerful Email Marketing campaigns for your business and your brand, which will decrease your marketing costs and increase your sales and revenue.

### Email Cost and Scope of Services

Below is an overview of two mobile friendly emails per month for a set amount of recipients. More emails and recipients per month are readily available from AWG.

- Design and deploy two emails per month (24 emails per year). Email can include product spotlights or promotions. AWG will develop content for each email for Client to approve.
- Upload all of your existing email contacts into our system. AWG will segment distribution lists based on demographic, geographic location, or industry.
- Send the emails to a maximum of 5,000 per blast.
- Test each email's content in the Spam Analysis section. This feature grades emails based on its deliverability to ensure every message reaches its target audience.
- Continuously grow your open email list.
- Provide information on each contact that opens your email.
- Access to reporting system to track results of email blasts.

Partner Website Design and SEO services with your Email Marketing Campaign to greater maximize its reach and results! For a quote or discuss your specifications, contact our Sales Team Directly at 1.800.978.3417.

# Case Study: Email's Proven Track Record

## Company A

### Project Overview

A leading local marketer of discounted kitchen cabinets and bathroom finish supplies hired AWG to communicate their message to neighboring communities. Their management team had collected very few email addresses and had limited time to participate in the Email Marketing Campaign. They were also competing with the highly recognizable branding on email and web site promotions from the "big orange apron store." Each challenge was very manageable for AWG.

### Solutions

AWG created an effective starter email distribution list by setting up an eye-catching "Sign Up For Savings" button and field in the client's website navigation bar, resulting in a 1,500% increase in email signups per month. This conversion opportunity was an ideal way for our client to continually grow their distribution list. Their customer service team was then trained to request email addresses when purchases were made in store. To beat the well-funded big box competition, AWG designed simple, straightforward email messages using the offered discount as the primary focus. Four emails were provided to the client each month for approval, and any necessary edits were made quickly and easily.

Determining ROI is very important in today's tough economic environment. To track results from this marketing campaign, all coupons were printed with a bar code. The IT department at the company set up their stores to capture the code when a customer makes a purchase to receive the discounted offer. We also placed dynamic tracking phone numbers on the emails for customers who phoned in with orders or questions.

### Success!

Over \$38,000 in sales was generated directly from the email campaign within the first month! A few hundred phone calls were received from prospective customers needing to request directions to the stores, schedule appointments and place phone orders. Obviously, the Client was thrilled with the results and the email campaigns have continued. AWG has since added a newsletter to offset ongoing discount offers, which has helped to continuously grow their distribution list as well and improve the open rates to over 15%!

Recently, a well known retail merchandising company that provides merchandising solutions to retail industries hired AWG for Email Marketing. The result? Sales steadily increased by more than 145% per month for the first year!

## Company B

### Project Overview

A leading provider of vitamins and supplements was expanding their brick and mortar stores to E-Commerce. At project inception, they had a loyal in-store customer following, but felt they were missing out on the opportunity to gain national recognition for their products. They also wanted to communicate with customers more frequently through email and quickly deliver specials, as well as implement faster online service via more efficient ordering form on their website.

### Solutions

First, AWG replaced their old E-Commerce site with a new modern scalable platform. This increased the purchase conversion rate of online visitors by nearly 100%! Once the site was upgraded, AWG went to work developing their email program.

AWG scrubbed their distribution list, reducing its size from 30,000 aged addresses to 15,000 current email addresses. The new list was then segmented by purchase type, life time value, gender, age, and zip code. We expanded their contact list by changing the wording of their Sign Up option to "Sign Up for Savings," which increased sign ups by more than 250%.

AWG also designed several custom templates for each of their marketing efforts, including radio shows, specials, newsletters, new product releases and in store and web offers. AWG also began an aggressive A/B testing program to determine frequency of emails to be sent as well as best subject lines, types of offers, etc.

### Success!

This program had an amazing ROI and was created to scale properly and is still in service today for their nine stores. Their growing email program now accounts for a significant portion of revenue and customers have come to love the emails. Their list has expanded immensely. To increase the open rates and sales, AWG continues to A/B test the email list. The frequency of customer purchases has increased and the client has reduced their print advertisements by 50%. Their sales have increased by over 100% in 18 months and the numbers are still climbing!

## About Active Web Group

As a full service Digital Marketing Agency located on Long Island, Active Web Group (AWG) offers comprehensive Email Marketing Services, blending extraordinary technical knowledge with brilliant design, engaging content and marketing expertise. AWG's winning combination of speed, ease of use, affordability, and effectiveness work to make our Email Marketing services a must for any sized business. Maximize your business potential with Active Web Group (AWG).

- Website Design & Development
- Responsive & Mobile Web Design
- Search Engine Optimization (SEO)
- Content Development
- Social Media Marketing
- Email Marketing Services
- eCommerce
- Pay Per Click (PPC) Management
- Online Reputation Management
- Link Building

To learn more:

[www.activewebgroup.com/internet-marketing-services/](http://www.activewebgroup.com/internet-marketing-services/)

Contact Active Web Group today at 1-800-978-3417 and allow us to take your to great heights.