



## **Gaining new customers with Email**

This information has been gather from a variety of sources.

*By purchasing a Silver Package or larger, Black Inc. will be doing your e-marketing for your company. Let us help you convert those prospects into customers!*

### **Communication is Key**

Communication is crucial to any relationship. It will also ensure “top of mind” awareness when your potential customers are ready to make a purchase. Statistics show that it takes between 6-7 contacts before you can turn a prospect into a customer. As you all know, all that contact can be expensive whether it is a TV commercial, radio spot, ad in the paper, or direct mailer. That is where email marketing becomes a critical part of your marketing efforts.

Email marketing allows you to proactively communicate with your prospective customers without passively waiting for them to return to your website, walk into your store, or call you.

According to DoubleClick, 2006 Consumer Email Study, good email marketing can win over customers:

- Well-executed permission email marketing campaigns can have a positive impact on customers’ attitudes towards companies.
- 67% of US consumers said they liked receiving permission email marketing.
- 58% of consumers said they opened those emails, while 53% said that such emails affected their personal buying decisions.

### **Email Marketing is the Answer**

Emails are of the mot most powerful marketing tools out there today. It is easy, affordable, direct, actionable and highly effective if implemented correctly. It allows you to spend less time, money and resources than with traditional marketing. And now with all the options such as Satellite Radio, DVR, News online, your messages are being viewed less and less due to this censoring of advertising. With emails, time sensitive information can be sent in minutes, instead of days or weeks it takes with traditional advertising.

With a response rate fifteen times greater than direct mail, email marketing is a very effective way to increase sales, and drive traffic to your website or store. You will also develop loyalty with existing customers.

- Information and Education make your customers and prospects much more valuable because they are more likely to make a purchase when they can make an informed decision. So use email to educate your potential customers.

- Again, permission-based email is by far the preferred method of online communication from customers. 75% rated it as their preference, with 25% preferring postal mail, and 0% choosing telemarketing.

### **So Why Email Marketing?**

1. It's inexpensive when compared to conventional advertising
2. It's Effective ~ consumers read it at their convenience, they don't have to get that paper, watch that show, or have that radio station on to get your advertisement.
3. It's Immediate
4. It's Targeted
5. It's Easy
6. It's Easily Shared ~ keep in mind people tend to pass on promotions to friends and family. So if that person isn't using your coupon or coming to your sale, they may have referred someone.

*It is time to put email marketing to work for your business!*