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mib Resource

Why Email Marketing Works

Email marketing is so effective for four simple reasons!

The first reason is simply that everyone uses email.

We spend two and a half hours a day on business emails if we're employed or run a business. That works out at 50 hours a month.

So while there are plenty of business people who don't use Facebook or Twitter, and most consumers haven't gone near LinkedIn, you can be pretty sure that everyone has an email address, they use it frequently, and when they use it their brain is engaged: they're not just skimming through pictures of cats and inspirational savings.

Between 65-78% of adults (depending on age group) name it as their one preference compared to 0-4% who prefer social media*.

The second reason email marketing is so effective, is that when you do it right, email is personal.

When you read material on a website, blog or even on a social media site you know it's a broadcast. You know it's meant for multiple people and you read or watch in that context.

But emails are different. They sit in your inbox next to messages from your friend, relatives, colleagues and clients. There's just something about receiving an email in your own personal inbox that makes it feel like it's been made just for you. Especially if the email is skillfully written in the same style as the emails you get from friend and colleagues.

And typically the rules of play with email are that we try to read whatever comes into our inbox or we at least look at it and scan it.

You can email regularly and proactively, knowing that while not everyone is going to open or read your email you stand a decent chance!

The third reason email works is that email marketing is perfect for follow up.



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Let's just forget online for a moment and think about how successful businesses operate in the offline world.

For generations, successful marketers and business developers have known that the key to winning customers – especially for high value products and services - is follow up.

When you first come into contact with a potential client it's pretty unlikely they're ready to buy then and there. It may be that the timing's just not right yet: they're not feeling the pain of the problem enough, or they haven't quite decided on the right strategy to address it.

So depending on the your business it may take four, five, eight, ten or more contact points before your potential client will be ready to buy.

And it is absolutely the same online!

And finally, email marketing is scalable.

There is nothing as powerful as personalized follow up. But you can only personally follow up with a limited number of potential clients; eventually you just run out of time.

Email marketing allows you to follow up at scale, to get in touch with thousands, ten of thousands of potential customers.

That ability to communicate pro-actively, personally and regularly makes email marketing an incredibly powerful tool for building relationships, proving credibility and of course, driving sales!

Here are a few other reasons to use email marketing for your business today:

1. **It's really easy!** Setting up an email marketing campaign doesn't take years or twenty-seven board meetings. It is simple to do!
2. **It draws more web traffic.** Unlike a regular mail marketing campaign, which might only draw a little bit of traffic to your website, an email marketing strategy





will draw tons of traffic. This is mainly because you can embed links to your site in emails; if people just have to easily click on a link to get to your site instead of booting up the computer and typing in a link, they're more likely to visit your website.

3. **It keeps customers in the loop.** Putting out monthly or weekly emails about specials and business updates is one of the best ways to keep customers coming back time after time. Instead of sending out expensive mail that will never get opened, you can send emails that customers can scan easily for current specials and discounts they'll be more likely to use.
4. **It's cheap.** With email marketing, you don't have to pay for printing and postage, which means that it's one of the cheapest ways to stay in contact with your customers. [MIB Pricing Page](#)
5. **It's fast.** Sending an email takes almost no time at all. Of course, writing and proofing a professional-looking email letter can take some time, but it won't take you any time at all to send out that email once you've got it finished. This means that your email campaign can be in potential customers' inboxes in absolutely no time.
6. **It builds relationships.** Keeping in touch with customers and potential clients on a regular basis is the best way to do relational marketing. People love to feel connected to other people, and by sending out regular emails, your customers will feel connected to your business, which will draw them back time and again.

