



Email Marketing Keeps You Connected

Email Marketing

If you're like most business owners you've probably felt like there's never enough time to do it all.

As a result, marketing commonly becomes an afterthought. You're already struggling with the "essential" tasks, how could you possibly add another thing to your list?

Email marketing makes promoting your business and connecting with customers a whole lot easier.

Email and Autoresponders are more cost-effective than other forms of marketing, and it frees up your time so you can get back to running your business.

At its simplest, email marketing is a powerful communication tool for building relationships.

It gives you a chance to expand your reach by connecting to a lot of people at once, or it allows you to stay connected with loyal customers or on-the-fence prospects.

Unlike traditional advertising, email marketing doesn't just tell consumers about your company and hope they buy; you make real connections with people who are truly interested in your business.

The stats don't lie:

74% of consumers prefer to receive commercial communications via email

138% more is spent by consumers who receive email offers than those who don't

66% of consumers made a purchase online as a result of an email marketing message
Source: Sales & Marketing Executives Club of LA

It takes multiple follow-ups to make a sale:

- **2%** of sales close on the 1st contact
- **3%** of sales close on the 2nd contact
- **4%** of sales close on the 3rd contact
- **10%** of sales close on the 4th contact
- **81%** of sales close after the 5th contact.
Source: Sales & Marketing Executives Club of LA.

Lead Nurturing Emails Push Prospects through the Sales Funnel

What you want to do is to nurture each potential lead. Slowly guide them along each stage of the buying cycle — from the very top of the funnel at the "Awareness" stage onto each stage down from there: Research; Preference; Evaluation, and then Purchase, which is the desired end result.