

E-mail Marketing

Pros & Cons



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Email Marketing for Services Business

E-mail has become one of the most popular forms of communication. In 2010, an estimated 90 trillion emails were sent worldwide. This breaks down into 2.8 million emails sent per second. These numbers are huge, but it's not surprising when you consider the importance of various forms of mail throughout history. When the U.S. Postal Service established a nationwide postal network in the 1840s, mail became an important marketing tool. Connecting with people through their email addresses allows companies to provide customized marketing messages to specific parts of their customer base. Most of the emails you receive now may contain some kind of marketing information. Catalogs, brochures, coupons, and political appeals flood in through the postal service every day. But with the increase in postage and printing costs, the effectiveness of marketing through mail has declined. Companies must now pay more and see less rewards. The fact that new communication tools provide many of the same services as standard mail makes the situation worse. Although direct mail marketing has not disappeared in any way, it has been declining over the years.

What is Email Marketing?

Email marketing is very simple, that is, using email tools to deliver advertising messages. The vast majority of Internet users have e-mail accounts that allow them to receive an almost unlimited number of messages at once. According to a survey conducted by Pew Internet, 82% of American adults use the Internet, and email is one of the fastest, cheapest and easiest ways for marketers to contact customers.

Email is a very flexible tool that can save various messages. The advertisement can be very simple, or it can be a beautiful multimedia package. The level of sophistication of the advertisement depends on the company and the products sold. Some ads are only text, while others contain images, videos and a long list of links.

E-mail can hold almost any message that marketers want to send. For example, the nightlife website UrbanDaddy.com has carried out a very successful email marketing campaign by adding eye-catching large images to the email header. These images are suitable for the young male population and provide email context. They encourage readers to scroll down and interact with the sales information contained in the body of the email.

Companies can choose to manage their own email marketing activities, or choose from more than 100 different companies that provide email marketing services. These services provide simple software tools that allow companies to manage their email lists, design advertisements and track their visit frequency. Large companies that send dozens of emails to thousands of different customers every day often use email marketing services to manage the process.

Email Marketing - Pros & Cons

Popular Email Marketing Services

The email marketing industry has exploded over the last 15 years. In 2011, companies spent \$1.51 billion on email marketing efforts. In order to tap into this growth, a number of companies have started to provide email marketing services to businesses large and small. Below are some of the most popular providers.

- iContact
- MailChimp
- Benchmark Email
- Constant Contact
- Pinpointe
- GetResponse
- Mailgen
- Active Campaign

There are dozens of different companies that provide email services. Marketers can increase the success rate of their campaigns by targeting the most popular ads. The email clients listed below are ranked according to how often their emails are opened.

- iPhone - 20%
- Outlook - 18%
- Yahoo Mail - 13%
- Apple Mail - 8%
- Hotmail - 8%
- iPad - 8%
- Android - 7%
- Gmail - 5%
- Web Version - 5%

Types of Email Marketing

Welcome Emails

Initial contact with potential customers usually reveals that they are not ready for business. In fact, research shows that only 25% of potential customers can sell immediately, while 50% of potential customers are qualified but not ready to buy. Therefore, nurturing is essential to push potential customers to the buying stage.

Email Marketing - Pros & Cons

Welcome emails show a better open rate and click rate when providing a personal touch and introducing your organization without affecting sales. Do not introduce new products or services before establishing a relationship. Just work hard to make a good first impression (that can illustrate your industry knowledge and expertise) and pave the way for future contacts.

Email Newsletters

These are regular emails sent to the list of subscribers who have chosen to receive updates from the company. Newsletters usually do not have clear sales information, but instead try to build relationships between customers and brands. They usually have a conversational tone and contain news and information of interest to customers. The goal is to keep the customer in touch with the company even if the customer has not purchased any products.

Transactional Emails

These are emails sent after certain actions are triggered. When a customer purchases a product or makes a reservation, an email is sent to confirm the transaction. They legalize online trade by providing customers with a way to prove their purchase. Transaction emails usually also contain new sales messages. Studies have shown that the opening time of transaction emails is 51.3%, while the opening time of news emails is only 36.6%. Marketers know that they have a certain audience, so they usually try to insert new sales promotions into emails that are not clearly sold. For example, airline reservation emails often ask if you want to pay to upgrade your seat.

Direct Emails

These are used to inform customers about new products, sales and special offers. They provide customers with direct information about the product, and usually provide customers with links or other easy ways to access the product. They are similar to coupons, catalogs and sales flyers sent through the post office in the past

Re-Engagement Emails

If the indicator shows that part of your subscribed customer list is inactive, it may be time to send re-engagement emails to re-establish contact and good intentions. Soliciting feedback is a wonderful way to get your business back into their minds. If they respond, it will be a win-win way; they will take the initiative to learn about your business again, and you will get new feedback. Improve processes and marketing strategies. Even if you finally cancel the subscription, there is a good thing: your email participation rate will increase overall, and your email reputation will be improved in the Internet Service Provider (ISP).

Email Marketing - Pros & Cons

Sponsorship Emails

So far, all types of marketing emails we have discussed have assumed that you are sending communications to your own email database. If you want to attract other audiences and get new potential customers, you can try sponsored emails with display ads. Sponsorships usually require you to pay to include copies in other vendors' newsletters or dedicated distributions. Sponsored email campaigns are an integral part of a paid media strategy, which can also include pay per click (PPC), display advertising, mobile advertising, membership advertising, etc. Describe the target audience you want to attract.

How is Email Marketing Program Developed and implemented?

E-mail marketing is a cheap and easy way to connect with customers, but activities must be planned. Poorly planned email campaigns can quickly lead to customer annoyance and disappointing sales.

The first step is to collect a complete list of email addresses. The only significant disadvantage of email marketing is that many countries have laws prohibiting the sending of spam. Companies that send unsolicited emails may face huge fines. It is important to only send emails to customers who want to receive emails. It is important to make it easy for customers to register for the email update process. They can also provide incentives such as one-time coupons to encourage higher subscription rates.

Analyzing the emails of competing companies may be a good way for companies to plan their own emails. This can be done easily by just registering on their email list. Competitor emails reveal images, messages, and special offers they use to attract customers. Companies can then customize their email campaigns to match or beat competitors' offers.

Designing the appearance of email is an important but tricky process. The choice of images and text must reflect the demographic information to be sold. E-mails need to attract the attention of readers and attract them to sales details as quickly as possible. If the email is confusing or boring, readers may delete it before reading too much. Then, all this work was wasted.

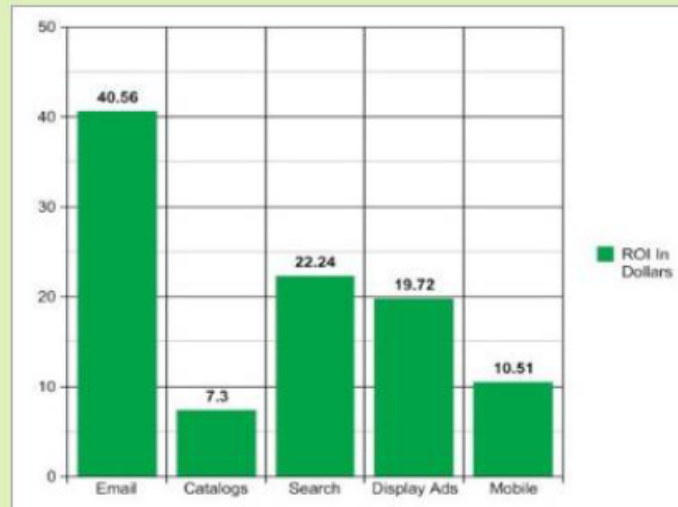
Determining which customers receive which emails is one way to make marketing messages relevant. Larger companies will use email to push out many different products, updates and offers. Matching messages to customers can increase sales and customer satisfaction. E-mail marketing software allows companies to easily segment e-mail delivery based on established standards.

After sending an email campaign, it is important to track and evaluate the success of the campaign. Pre-established metrics should be used to determine success or failure. If the advertising campaign does not work well, the marketer can change the design of the advertisement, emphasize the product or offer the deal. The flexibility of email allows you to implement changes easily, quickly, and cheaply.

Email Marketing Return on Investment

Email Marketing ROI

Return on investment (ROI) is a measurement of how much money is returned for every dollar that a company spends. The chart below compares the ROI of email marketing with some other popular forms of marketing. It is clear that companies are getting the most benefit from their email marketing campaigns.



Email Marketing Strategies for Services business

The competition for attention and acquiring more customers is intense. So, you need to adopt different marketing tactics, including email marketing, to help you beat the competition. For this, we will explore the top email marketing best practices you can start using today to maximize your return on investments (ROIs). But you may wonder, why should you care about email marketing? Is email marketing still relevant to your business? Let us first address that.

Importance of Email Marketing Strategy for Your Business

Incorporating an email marketing strategy into your marketing mix is vital because it provides optimal ROI. Also, emails in your digital marketing toolbox will help you reach a broader target audience who is ready to buy your offer. As a result, you will drive more web traffic, boosts sales, and increases your income.

Did you know? Email marketing is one of the most cost-effective digital marketing strategies that generate positive results. So, it is no wonder why more than 80% of small businesses depend strongly on emails for customer acquisition.

Email Marketing - Pros & Cons

Also, 80% of survey respondents rely solely on emails for customer retention. So, if you want a direct positive impact as a Business service provider, email marketing should be a part of your digital marketing toolbox.

Benefits of Integrating Email Marketing Strategy into Your Business

While examining the importance and statistics of email marketing strategy, consider these benefits. A targeted email list lets you regulate what content your readers will see and read, and help you take your business to the next height.

Here are a few benefits of a well-planned email campaign:

- Provides better brand recognition
- Build your online business reputation
- Develop long-term brand/custom
- Reach a broader target market through mobile marketing
- Drive more web traffic
- Increase conversions
- Boost sales and revenue

Emails will always be one of the best ways to reach customers and potential buyers. It helps you nurture prospects to quality leads. Thus, there are more benefits to using emails in your marketing strategy for your business. But the few highlighted in Provides better brand recognition Build your online business reputation Develop long-term brand/customer relationships Reach a broader target market through mobile marketing Drive more web traffic Increase conversions Boost sales and revenue this section will keep you motivated.

The 6 Email Marketing Strategies That are Proven to Grow Your Business

In this article, you will learn practical email marketing tips you can start using today to maximize the return on investments (ROIs) of your startup.

1. Grow Your Email List

An email list is a library of email addresses collected overtime through your blog or website, and other marketing channels. These email addresses represent people who willingly subscribed to your mailing list to receive promotional emails, newsletters, and other related marketing messages.

So, to make gains with email marketing, you need to grow your list or email subscribers. You need to expand your list to enable you to build trust with a massive audience and make money off it.

Email Marketing - Pros & Cons

That said, use the best email marketing tools to grow your email list quickly. Some of the best email's software are:

- ConvertKit
- ThriveLeads
- Mailerlite
- MailChimp
- OptinMonster

Use your preferred email software to create a landing page that will help you grow your list organically.

2. Create Click-Worthy Content

Email marketing without compelling content won't get you anywhere. People only subscribed to your list to receive value from you, of which helpful content is the target. It helps increase email opens.

Every subscriber is looking for a solution to a problem, so be the solution by providing useful content via emails. When you give your subscribers what they need to make their lives better, you become their go-to for information.

As a result, they will always open your emails and click your links to read your blog content. That is why you should consistently create click-worthy content. In this way, you will be able to nurture prospects to qualify as leads.

By walking them through the sales funnel, you move them to become paying customers. Note, producing click-worthy content materials will help you to build trust with your tribe. So, ensure that both your email preheader, subject lines, and introduction are compelling enough to make recipients click.

For this, your email header, subject line, and introduction should comply with the dos and don'ts of a controversial article. This approach will help you trigger consumers' curiosity and entice them to click.

3. Use Emojis and Videos in Your Emails

Emojis and videos are among the best digital marketing elements for increased engagement and traffic. So, if you can, add irresistible videos and relevant emojis in your email subject lines. Why? These marketing assets will make your emails more compelling and interactive.

Consider the following email marketing statistics:

- Including emojis in mobile push notification campaigns will increase open email rates by 85%
- Almost 60% of recipients would open your emails if you added emojis in the subject lines.
- 64% of buyers will open emails that consist of their favorite emojis in the subject line.
- Adding relevant emojis will increase open rates by over 50% than text-only marketing messages.

And since only 7% of marketing emails have emojis in their subject lines, you have a higher chance of improving open emails, click-through rates, and sales.

Moreover, video marketing has become a highly effective form of content strategy for marketers in recent times. Videos increase engagement because they grab users' attention and make them click. They are just as interactive as emojis. As an integral part of digital marketing, email recipients find videos more relateable and exciting.

4. Optimize Your Emails for Mobile Devices

Why should you optimize your email campaigns for mobile? Because consumers are always using their mobile devices. They treat their phones like their best friend forever (BFF). However, mobile marketing is so effective because it lets you obtain valuable user data for marketing purposes.

The information you collect allows you to target buyers effectively based on geolocation, age, interests, and other useful marketing metrics. These system indicators will help you to reach your marketing persona with targeted, customized messages.

Indeed, the study shows that the average internet user in the US spends up to 5.4 hours daily on their mobile phone devices. Of this number, 66% examine their smartphone a 160x daily. So, it is no wonder that 70% of consumers use mobile devices to find relevant reviews when in retail stores.

For this reason, mobile emails record 46% of all open emails. Although there might be conflicting numbers, depending on the research analysis, the ideas remain the same.

5. Add a Sustainable Sales Funnel into Your Email Marketing Strategy

Using email marketing sales funnel for your startups is a fantastic way to move subscribers from one stage to the other. It enables you to carry potential buyers through the purchasing funnel and qualify them as leads and paying customers.

In other words, a sales funnel, also called a revenue funnel or purchase funnel, is the buying process that helps you guide consumers on the journey towards your conversion objections.

So, a well-defined funnel explains the conceptual consumer journey and gives you insights into the challenges and buying behavior of your target buyer. Nevertheless, you can stimulate sales with an email marketing strategy in several ways, such as with promotional email campaigns.

You can use email newsletters to different marketing messages, including:

- Informational content pieces
- Special offers
- Coupon codes
- Testimonial

There are four stages of a sales conversion funnel:

1. Awareness – What do you do?
2. Interest - Why does it matter?
3. Consideration - Why should I believe you?
4. Conversion - Where do we start?

So, with this conversion strategy, you will continually move prospects from the awareness stage to the purchasing or conversion stage. That is according to your Informational content pieces Special offers Coupon codes Testimonial Awareness – What do you do? Interest – Why does it matter? Consideration – Why should I believe you? Conversion – Where do we start? conversion goals. It also aids you in maintaining relevance.

6. Personalize Your Email Messages

Marketing personalization is the process of developing a product or service that fulfills or meets your target audience's needs. This email marketing approach involves having your ideal buyer in mind when crafting email messages.

Your message should satisfy the requirements of a particular segment of your email subscribers. Some benefits of personalizing email marketing campaigns include:

Email Marketing - Pros & Cons

- Boost brand loyalty
- Improve the customer experience
- Enhance customer retention
- Increase sales and revenue



Personalization in marketing is so effective that 90% of US consumers declared that content personalization is way too appealing. That is according to an analysis by Statista. Also, email campaigns came on top as the leading global marketing personalization experience.

But why is email marketing personalization so effective? Because it lets marketers use consumer's personal information, such as purchasing history, to launch targeted email campaigns.

So, personalizing your email messages is a viable marketing strategy that allows you to attract more customers and increase business revenue. It lets you segment your buyer persona and target them more efficiently. With the data you collected from list groups and other channels, you can develop powerful email campaigns your audience can't resist.

Wrapping Up How to Use Email Marketing Strategy to Grow Your Startup

Here is a recap of what to take home:

1. Grow Your Email List
2. Write click-worthy email me
3. Use emojis and videos to strengthen your email campaigns
4. Optimize your emails for mobile
5. Use sales funnel to increase conversions
6. Personalize your emails

Email marketing is one of the best tactics for growing your startup faster. It has always been a profitable marketing tip and will continue to grow in popularity. So, apply the six-pointers above to scale your startup.

Many marketing experts claim that email marketing is the foundation of digital marketing strategies. Although email marketing can be effective, it is important to realize that this is just one of many ways to build brand awareness and attract audiences.

It is important to consider both sides of email marketing to determine if it is suitable for your business.

"As with any marketing campaign, understanding the pros and cons of email marketing can mean the difference between successful and failed campaigns. We have compiled the main pros and cons of email marketing to help you determine if it will benefit your company. Use these tips to determine if it is worth investing in this method or if you need another game plan.

EMAIL MARKETING PRO'S

It Builds Brand Awareness

Being consistent with the tone and color scheme of your email can greatly increase your brand awareness. The unique and eye-catching design highlights your corporate personality, which is pleasing and easy to identify. This will enhance your brand awareness and help you enter your target market.

When buyers identify your business through a logo or color scheme, they are more likely to feel connected to your brand. This way, when they reach the consideration stage of the buyer's journey, they are more likely to think of your brand. If consumers think your material is good, it may lead them to share your material, which will further enhance your brand and help them remember your brand when they are ready to make a purchase decision.

Email Marketing - Pros & Cons

Easily share information

Email marketing allows you to share content that demonstrates your knowledge and expertise in your specific industry or field, but it also gives you the opportunity to

Open, targeted dialogue

Email marketing creates opportunities for conversations around topics that interest consumers. Since the opt-in/opt-out service is provided in email campaigns, people who are really interested in your products can receive your emails, and you can

It Establishes Industry Expertise

Email marketing is one of the easiest ways for your business to share key information with many people at once. This is a great way to become a thought leader in your industry and promote your company with confidence.

When companies can establish themselves as industry experts, they will build their brand reputation. This contact can lead to brands being recognized by buyers as a reputable, reliable source for finding solutions.

"Email marketing allows you to share content that showcases your expertise in a particular industry, and it also gives you the opportunity to promote or announce new products, services or limited-time special offer".

It is Quick and Cost-Effective

While many marketing techniques can be extremely costly, email marketing can be done for a relatively low price. What's more, it really doesn't take up much of your time. Especially if you're savvy to the industry, you can achieve great email marketing with quite little effort. Even hiring an outside company to perform email marketing services can provide the highest ROIs of any marketing strategy.

Fast and cheap to produce

Email marketing campaigns don't require as many hours and dollars of design and printing services that direct mail campaigns need since a variety of free and low-cost email marketing sites are out there.

EMAIL MARKETING CON'S

It Can Be Tough to Stand Out

One of the biggest challenges of email marketing is to stand out from the competition. These days, you can more or less expect your audience members to receive dozens of emails every day. Unfortunately, therefore, most of these emails may be considered spam, spam, or have nothing to do with their interests.

It is important to ensure that you are creating high-quality content. Your posts should present simple and easy-to-understand content to make reading interesting, beautiful and unique. Conduct market research by looking at the efforts of competitors to understand how they stand out from the noise.

"It is very likely that your marketing emails may never be opened by consumers. Marketing emails can be considered irrelevant, deleted or captured in a spam folder, and consumers have never seen it.

It Can Frustrate Potential Clients

Inboxes are often plagued with waves of spam emails that have given email marketing a bad name amongst buyers. Many buyers complain about receiving emails they didn't sign up for, getting too many emails or failing to easily unsubscribe.

Make sure to honor your subscriber lists and don't go overboard on the length or consistency of your emails. Similarly, don't make it a pain for recipients to unsubscribe from your content. Buyers will appreciate that you care about them enough to offer a non-intrusive way to learn about your business.

"Unsolicited emails can leave a bad taste in a consumer's mouth and make [them] consider your company less than reputable. [I]f an unsubscribe request isn't taken care of immediately, your company's image can be tarnished," says Devassy.

It Takes Effort and Practice

The reality is that not all email marketing works. Just because you send an email, it doesn't mean people will read it or that it will impact your audience. Try to remain patient when starting to incorporate emailing into your marketing strategy and understand that it's a learning process. "From the body content and CTA to the subject line, creating quality email content consumers are interested in can be time consuming.

Email Marketing - Pros & Cons

Bad reputation

Unsolicited emails can leave a bad taste in a consumer's mouth and make a person consider your company less than reputable. If anyone on your list hasn't opted in or if an unsubscribe request isn't taken care of immediately, your company's image can be tarnished.

Relevance

Sending relevant information to a large group of people is difficult to accomplish. Consumers want quality information that is pertinent to them. If there isn't a clear and appropriate call to action for your target group, they'll move on to the next email.

TIPS TO REMEMBER BEFORE STARTING YOUR MARKETING CAMPAIGN

To become successful in the cleaning business, the following considerations must be kept in mind.

1. Quality versus quantity

Customer mail inboxes are regularly bombarded with promotional messages, and it is advisable to not add to the clutter. Send valuable emails spaced out over a reasonable amount of days. Remember to also embed an unsubscribe button and share drop-off emails as a standard best practice.

2. Clear value proposition

Outline clearly on your website why a customer should sign up for promotional emails. Every message should come with an informative subject line that encourages high open and click-through rates.

3. Regular testing

Your email marketing strategy will get better with time if you regularly test how different elements are working. For example, try a variety of subject lines, fonts, button placements, etc., to arrive at the most optimal combination.

4. Email marketing analytics

This is a corollary to our previous tip, as analytics gives you measurable data on what's working and what isn't. Depending on your email marketing platform, you can adopt an analytics plug-in. For example, Event Webhook for the SendGrid platform.

5. Automation usage

Needless to say, email marketing without automation would be a time-consuming and cumbersome task. Automation can be added at key moments on the customer journey. For example, when a shopping cart is abandoned or after a lead has visited your website more than three times.

6. Social + email

Cutting-edge technology allows you to integrate email marketing strategies with your social presence. For example, a conversation started on social can be carried on via email. Or, a recent follower on Instagram could be added to your email drip campaign. Keeping these email marketing tips in mind, you're now ready to get started with the on-ground implementation of an email strategy.

4 STEPS TO A STELLAR EMAIL MARKETING STRATEGY

Representation of the Steps to Create a Marketing Strategy

Whether you're a digital native brand or a legacy company, this four-step email marketing roadmap will create a bedrock of long-term engagement and sustained ROI.

Step 1: Segment your audience

Take your existing database of customers (loyal, new, prospects, defectors, and returns) and segment them as per purchase behavior and interest patterns. You can share a quiz with the entire customer base to find out granular data on each group, trimming down each list to perfection.

Step 2: Create a customer journey

A customer journey involves breaking down the entire lead-to-conversion and return experience into specific moments of truth. This mirrors a customer's real-life experience. For example, someone buying a budget computer for school work begins by graduating from high school, getting admission into a college, purchasing supplies, and researching study devices. This journey will help share the right kind of messaging across your email marketing drip.

Step 3: Personalize your message

As we've already mentioned in the tips on email marketing, personalization is absolutely critical (and pretty easy) for your campaign. According to Experian Marketing Services, "personalized emails generate six times higher transaction rates."

Step 4: Experiment and test

There are several types of emails and content formats you could experiment with, in your email marketing strategy. For example, interactive content can be a big help when you're trying to overhaul your brand image, and reengage existing customers. Take a look at how Domino's built an interactive pizza preview to give its previous customers a taste of what they are missing out. And based on test results, you can continue experimenting until you create an effective email marketing formula.

SUMMARY

Email Marketing is a must.

Email marketing is a form of direct marketing that uses email as a means to convey business or fundraising news to its audience. In the broadest sense, every email sent to a potential or current customer can be considered email marketing. However, the term is often used to refer to In today's ever-changing digital world, email marketing tends to take a backseat. However, if you haven't considered it for your business already, now is the time. Summary Working with a trusted marketing advisor makes the process simple and cost-effective. With a strategic approach, proper guidance and a strong message, your business is sure to benefit.

Email Marketing has become one of the most popular forms of communication. Any businessman would love to advertise his business to as many companies as he can. This is only possible if you start Email marketing. Design beautiful Emails, create a campaign, select your audience, make a list, make unique content & BANG there you go. By keeping the track of your Emails, you can take decisions on how your Email is working. It'd be easy for you to change if anything is not working.

Email marketing continues to yield results. But email marketing has evolved. It is no longer as simple as sending the same email to everyone. It's time to update your email marketing strategy. Now you need to send targeted messages. Messages that are personalized and optimized for multiple devices. You also need to test the new elements. The trend changes quickly, and what worked 12 months ago may not be successful today. Take the test. And, once you understand the effective method, you have found a way to automate it through triggered emails. If you implement these new changes into your email marketing strategy, your customers will become more sensitive, your campaign performance will increase, and your business will continue to grow.

Email Marketing - Pros & Cons

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Wayne Baxtrom, The Janitorial Coach, has over 52 years experience in the cleaning business. He has started 3 multi-million dollar Janitorial Businesses — the last being sold for over \$6,000,000. Recently retired, Wayne still feels the fire in his belly to stay active. He is motivated by his desire to help any and all folks making their living in the cleaning industry.

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