

inConcert
Web Solutions... bringing it all together.
www.inConcertWeb.com

ONE
The One Thing





What is an Email List and Why is it so Important?

inConcert
Web Solutions... bringing it all together.

www.inConcertWeb.com

THE **ONE**
THING



What is an email list?

An email list is a list of names and email addresses of people who gave you permission to send them updates and promotions from your business via email.

Why is this so important?

Because these subscribers joined your email list from your website and verified their identity by clicking on a link (double-optin). They are extremely interested in what you have to offer.

One of the best lead generators is to obtain the email address of anyone who has expressed interest in your products or services.

Email has been around since the infancy of the internet, and doesn't show any signs of slowing down. Email lists give you the ability to speak directly to your customers and build long-term relationships. Best of all, email marketing can work in conjunction with content marketing, social media, and other forms of inbound marketing.

1989

Email is Targeted

As we mentioned earlier the user has already shown interest in your products /content. Since you already know what they like, you can deliver them highly relevant content and offers to get better results. This is called segmentation, and we will cover that later in the article.

Email is Purposeful

To get your email a user needs to signup for your email list and confirm their email address. Someone doing this much work is obviously interested in hearing from you, and they are much more receptive to your message.

Email is Personal

Email allows you to land into a user's inbox. There is no ranking system limiting your reach. It is very direct, personal, and casual.

Email is One-on-One

People read email in the privacy of their inbox. The message is not on a public timeline or newsfeed. They can ask you questions directly in private with confidence. This helps build trust and connection.

You Own Your Email List

You do not own Facebook, Twitter, or Google. Your social media campaigns and SEO efforts can go to waste when these platform change their policies. On the other hand, you own your email list, and it is not influenced by decisions of other businesses.


Web Solutions... bringing it all together.

www.inConcertWeb.com



Email is a Marketing Tool.

The concept of email marketing has gained a lot of ground, especially in recent years, as marketers recognized its usefulness in delivering a commercial message directly to the target audience through the use of email. Seeing as most businesses are now using email, marketers have identified this channel to be an excellent way to reach a larger audience. It has also been noticed that the response rate in email marketing is considerably higher than just using standard email for business.

benefits

To increase opportunities for customers to buy your product or service

To increase and maintain customer awareness of your company and your brand

To cultivate and strengthen relationships with customers

To serve as a form of security

Email marketing can increase buying opportunities

It keeps your business at the front of your customers' minds

It's an affordable marketing option



Email has **a large reach**

Email is **very personal**

Email has **the highest conversion**

Email is **preferred by consumers**

Email **isn't going anywhere**



ONE THE THING

As a marketer, you should **never tune out** new ways to generate business leads.

While the advertising landscape is fluid thanks to rapidly evolving technologies and mediums, one popular form of advertising that's unlikely to fundamentally change any time soon is **email marketing**.

This is precisely why every **smart business** in the world has an email list. **Email marketing** is the best long term investment with a much higher return.

People will continue to **get their message** at a very low cost for a longer period of time.

By collecting email addresses you will make more sales and **make more money**.

For the last several years, email marketing has been one of the most **tried-and-true methods** for **cultivating new relationships** with customers and strengthening existing ones. The **flexibility** of emails allows for a broad range of benefits to both consumer and business, including the timely dissemination of deals, news and other information, as well as the ability to track open rates and other vital metrics.

Even if your business is not currently engaging in email marketing, you should still be **collecting email addresses** to ensure that you have a built-in audience if and when you're ready to **get started**.

