

Email marketing is the most efficient way to reach your prospects and customers and most importantly, monitor their responses. Unlike other mediums, email marketing also allows you to get relevant messages in front of your customers quickly—and, best of all, their responses are totally trackable and your ROI measurable.

With more people spending more time online than ever before, marketers need to take a closer look at how they spend their marketing budget. Adding Email to your marketing mix can have a significant, positive impact on customer retention and acquisition.

- **Email marketing delivers the strongest ROI for customer retention (37%)¹**
- **Email combined with direct mail provides the best ROI for customer acquisition (58%)²**
- **83.2% of marketers listed email as their most important tactic³**
- **55.3% of marketers indicated email works because of its ability to drive incremental revenue⁴**
- **ROI from Email more than doubles the ROI from other channels⁵**

With Email marketing's ability to track response, measure ROI and help retain customers, it's no surprise that 82% of marketers plan to increase their use of email marketing from '07 to '08.⁶ In fact, **Email is the #1 online marketing tactic used by companies worldwide (83%)⁷**.

10 Reasons to Love Email

Email marketing is a cost-effective way for marketers to improve lead generation and customer acquisition, while also providing cross-selling and up-selling opportunities to current customers. It provides the ability to stay in front of your current customers on a regular basis and strengthen brand loyalty.

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| 1) Cost effective | 6) Accommodates hyperlinks |
| 2) Builds and maintains relationships | 7) Trackable, provides detailed feedback |
| 3) Provides timely results | 8) Makes segmentation & targeting easy |
| 4) Quick to produce | 9) Integrates well with current marketing |
| 5) Enables promo/message testing | 10) Can be a viral marketing tool⁸ |

If you're interested in results, maximization of every customer relationship should be a priority — and Email marketing should play a key role in your marketing efforts.

To get started, contact Jeanne Foulon at 888-327-2397 ext 13 or jfoulon@infiniteperceptions.com

^{1,2}Target Marketing's Annual Survey 1/08; ^{3,4,8}Datran Marketing & Media Survey 2008; ⁵Direct Marketing Association'07; ⁹Sitepoint: The Email Marketing Kit 2007.