Constant Contact

Top Reasons to Use Email Marketing

Unlike other marketing channels, email marketing allows you to keep in touch with your customers on a consistent basis. A simple, "Thank you for subscribing," a cheery, "Welcome on board," or a sincere "Happy Birthday" email can be an easy way to let your customers know you value them.

✅ **Email marketing has the highest ROI of all forms of marketing, averaging about $42 in return for every $1 spent.**

91 percent of US adults like to receive promotional emails from companies they do business with. (Source: MarketingSherpa)

Email is **almost 40 times more effective** than Facebook and Twitter combined, in helping your business acquire new customers. (Source: McKinsey)

According to **80 percent** of professionals, email marketing drives customer acquisition and retention. (Source: eMarketer)

Build credibility with your customers. People do business with people they know, like, and trust. Email gives you the ability to build credibility with your audience by sharing helpful and informative content.

Get more people to call you to do business. When done right, email marketing lets businesses reach the right person, with the right offer, at the right time.

Build your brand. With email marketing, you can strengthen brand recognition with new and potential clients, and extend your reach when people forward or share your message.

Increase traffic to your website. Emails are a great way to get customers to visit your site. You can include relevant links to your site within your email content like linking to a blog post.

Optimize your time and budget. Costs associated with email marketing are very low and you can put emails on autopilot, yet stay personalized towards your subscribers.

Email drives purchases. According to a report from the Direct Marketing Association, 66 percent of consumers have made a purchase due to an email marketing message.