

Email Marketing: You have mail...



t: 0845 224 8295 or 01202 237000
e: contactus@avantiwebmedia.com
w: www.avantiwebmedia.com

Email marketing is an extremely valuable tool that is available to any business and is a highly cost-effective method of communication and business promotion. Email marketing isn't just about sending an email occasionally, it can be used to send newsletters, create a club or association and provide important information to the public.

Communicating regularly to your existing customers means that a link is retained and they are more likely to remember you and buy from you again.

Why?

When a customer uses your services or purchases from you, that is an ideal time to create a **lasting relationship and secure future business**. By asking for an email address you can keep them updated with future promotions, sales and new product lines and an important link is created. The customer is bound to be interested to hear from you and will rarely object. By using email, **the cost is minimal** to you and the customer can access your message wherever and whenever they choose to.

For example...

A garage offering MOT's, servicing and general car repairs is a great example of how to use email marketing effectively. When a customer books an MOT, the date of the test and service is collected along with the customer's email address. Using email software, an email is sent automatically four weeks before the MOT date inviting the customer to make an appointment. What's more, the garage can send an email regarding seasonal promotions and discounts on servicing at regular intervals.

Another business that should seriously consider email marketing are financial advisors. By regularly sending clients a newsletter or a 'financial update', the business is seen as an important contact not only for the customer, but for the customer's family and friends who can also sign up! **Providing customers with free information via email means that they are more likely to contact your business.**

Isn't that spamming?

No! Email marketing can easily get a bad name if it is confused with spam. The key difference is that **your customers have agreed or requested to receive your emails** and by law, they must be able to easily 'opt out'. Always consult a professional email marketing company to make sure that your marketing campaign is a success.

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