

# Why Email Marketing? Three Great Reasons

## **Are you missing out on the most powerful marketing tool available?**

No matter what size, what kind of business, or how you define success, you can achieve outstanding results with email marketing.

### **Reason #1: It's Inexpensive**

Tight budget? No problem! Email marketing has a very low cost of entry (as little as \$15 a month – less if you are a BWCC Chamber member) It also can *save* money - compared to direct mail, there is virtually no production, materials or postage expense.

"Previously, we were sending mailings through first-class postal mail," said Robin Parker, owner of Studio: Dance, Arts & More. "That really adds up quickly. Email marketing is much less expensive - we save about \$4,000 just in materials and postage."

### **Reason #2: It's Easy**

You don't have to be a graphic designer to look good – with customizable templates and free-forever customer support, you can quickly get out messages that gain attention, action, and get shared.

"This is definitely something a non-techie can do," said Shavi Mahtani, CEO of WatchZone.com. "It took us about 45 minutes -- start to finish -- to build and compose our e-mail. And each campaign since then has taken less time to set up."

### **Reason #3 : Rapid, Bottom-line Results**

Email marketing generates an immediate response (usually within 48 hours) and is a highly effective way to increase sales, & drive site or store traffic. How effective? It's the highest ROI of all forms of marketing – an average of \$42 for every \$1 you spend. (wow)

"In response to our first campaign, WatchZone received 100 online orders," said Shavi Mahtani, CEO of WatchZone.com. "The average sale was about \$150 per order. We were very happy with that result. Frankly, it exceeded our expectations."

### **BONUS Reason #4: Building Loyalty & Referrals**

Email marketing is an easy, effective way to sustain communications, build loyalty, get repeat business and enable referrals.

Says Robin Parker, owner of Studio: Dance, Arts & More, "We're using email marketing to provide visitors with information, news, and schedules that make their lives easier. That helps us build and retain loyal members. We believe email marketing will increase the lifetime value of our members by encouraging more frequent visits to the studio and strengthening our relationships with our members."

**Don't wait** – add email marketing to your marketing mix today!

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