

PROS & CONS OF EMAIL MARKETING

Email is basically the online version of direct mail. It's one of the most effective ways to communicate with customers; whether it's through newsletters, e-blasts and/or sales promotions. If you don't understand the rules of the game, however, it could backfire. Before you add email to your marketing mix, consider these pros and cons.

THE PROS

THE CONS



COST EFFECTIVE:

Email marketing tools, such as Constant Contact and Mail Chip, are less expensive than sending offers and/or information through direct mail.



MEASURABLE:

Easy to track open rates, click through rates and purchases made through email campaigns.



BUILDS RELATIONSHIPS:

Sharing your knowledge & expertise on a regular basis increases consumer trust and builds brand loyalty.



PERSONALIZED:

Personalized subject lines increase open rates by 26% ⁽¹⁾ & lead to 6X higher transaction rates ⁽²⁾



HARD TO STAND OUT:

People often delete emails without reading them simply because they receive so many each day. Grab their attention with a powerful or creative subject line.



DAMAGE TO REPUTATION:

Sending unsolicited emails can get you blacklisted and ruin your reputation. Refrain from purchasing email lists.

TIME CONSUMING:

It takes time to curate email lists, develop a marketing strategy, and build responsive templates that can be viewed across multiple devices. Be sure you have someone on staff who can properly manage this marketing tactic.



SPAM:

If you send multiple emails per week, you could annoy your audience and end up in the spam folder. Keep your emails limited to no more than two per week. Less is more!

Email marketing, when done right, is an effective way to reach your customers. In fact, **email has a median ROI of 122%**, which is 4X higher than social media, paid search and direct mail ⁽³⁾.
Be sure to add it to your marketing efforts today.



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Sources

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3. <https://www.emarketer.com/Article/Email-Continues-Deliver-Strong-ROI-Value-Marketers/1014461>