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# E-MAIL IS A MUST IN DIGITAL MARKETING WORLD

Article from [Revalsys Technologies](#)

This article explains  
the importance of e-mail  
in digital marketing world



In today's digital world, with a number of resources available and the pace of innovation, marketers have different ways to market their products and services. Though there are various forms of traditional marketing such as television, radio and print, digital marketing is taking over in terms of success and popularity. Email is an important part of our lives as individuals, professionals and even as consumers.

Email marketing is one of the most effective digital marketing platforms that every marketers use in their digital marketing strategy. Email marketing is a method to reach prospective customers and customers through emails who have provided explicit permission to your business to contact them.

Here are some of the factors that make email a must in digital marketing world:

- **Larger reach**

With more than one billion active users on Facebook and 255 million active users on Twitter, it may seem surprising that the total number of email accounts throughout the world is expected to reach more than five billion by 2018. In fact, email is a currency in this online world. You can need an active email address to create an account on any social media sites. Social media sites like Twitter and Facebook uses email to provide notifications when you're tagged in a photo etc.

- **Stay in contact with your customers**

Email is a great way to keep your customers informed as they are capable of checking their emails when it's convenient to them. When you send emails to your customers regarding offers or discounts, asking them about their recent purchase etc., they feel that you really care for them. As long as you send emails that have something worth reading, it will give a boost in engagement with your customers.

- **Targeted marketing opportunities**

In this competitive world of business, the more personalised your communication, the better is the effect. You need to connect to your customers and prospects in a personalised manner. Emails provide you with targeted marketing opportunities.



You can even tailor email messages based on the actions of the customers. When you send emails in a highly targeted way, you'll be able to get the revenue back to your business.

- **Cost-effective and affordable**

Though there is some cost associated with email marketing strategy but once it's the foundation is laid and the strategy is implemented, the maintenance cost is minimal in comparison to the returns you'll get. When compared to paying for print or buying ad space, cost associated with email marketing is minimal. Email marketing is in fact one of the cost-effective digital marketing strategies that allow you to reach and engage your potential customers.

- **Longer lifespan**

In comparison to posts or tweets on social media platform, email lifespan is longer. The popularity of social media posts is determined within five minutes and makes the lifespan very less. Though the recipient of an email may not open the email instantly, but the email will remain in the recipient's inbox. They will open and read whenever the recipient feels like reading. Emails don't die of own; it needs to be deleted by the recipient of the mail. Promotional activity done through emails is measurable as it has great tracking facilities. You can track click rate, open rate etc. along with the revenue generated in an email marketing campaign.

- **Delivers better ROI**

Due to the presence of features such as automation, personalisation, mobile optimisation and dynamic content, you can have better click rate which in return helps you to have better conversions. So, when you run an email marketing campaign you can expect to get better return on investment.

- **Can be used in different marketing campaigns**

Email marketing can be used for making better other marketing campaigns in a number of ways. If you are holding a contest related to your products or services on any social media platform, you can let more people know about it by sending email newsletter regarding the same.



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