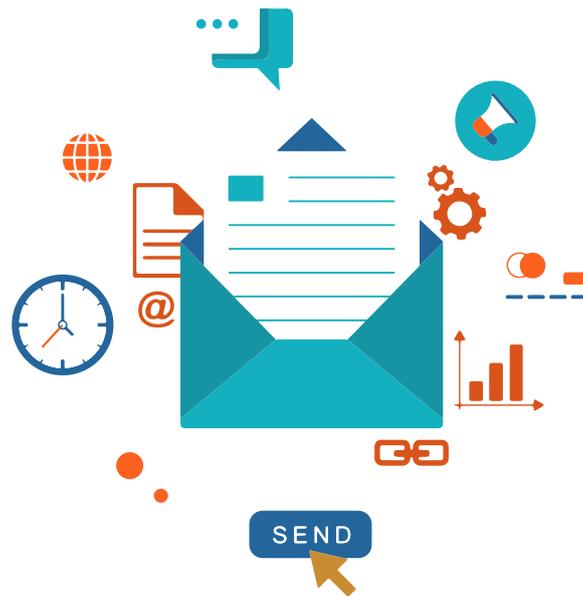


WHITE PAPER

# Customer Engagement through Email Marketing





## Customer Engagement through Email Marketing

Email marketing, specifically, still continues to be the hub and a driving force in cross-channel integration, as marketers' email strategies often act as connectors to Website, mobile, social and in-store channels. Email still reigns as the most profitable channel of marketing for marketers and a valuable touchpoint in the path to purchase. However, most marketers today already know that customers don't see the channels, but engage with the brand. The ability for customers to access information anytime and anywhere, share their own brand experiences and influence the purchase decisions of others has elevated the expectations of how brands market to their customers.

### Four quick facts about brand loyalists

- ▶ 34% of the U.S. population can be defined as brand loyalists.
- ▶ 80% of brand loyalists claim they don't purchase from unknown brands merely to save money.
- ▶ Loyalists do welcome the new ideas and respond too with double rates of transaction on campaigns that highlight new loyalty program benefits.
- ▶ Loyalists significantly provide higher click rates to review requests and surveys, as well as to invitations to become a fan of a brand on social media sites.

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## Introduction

As customers grow more accustomed to using different devices and channels to access information and communicate in their everyday lives, they fully expect brands to intelligently respond and react, in real-time, to their needs. For email marketers, this requires a deeper understanding of their customers and the ability to deliver the most relevant, timely and optimized messages based on all that they know about each customer.

By evoking data-driven strategies leveraging a mix of channels, today's email marketers are able to make more informed decisions and develop intelligent ways to connect and engage with their customers, while inspiring them to become loyal brand advocates.

Experts will agree and evidences show that profitability depends on the basis of creating loyal customers and driving repeat business. And since it is roughly 6 to 12 times less expensive to sell to an existing customer than it is to acquire a new one, the value of customer loyalty as well as repeat business is too compelling to miss for or ignore.

### Customer Engagement

Each one in the marketing world is busy talking about the “customer engagement” nowadays. First, let's talk about what customer engagement means. Customer engagement makes your people feel that you've anticipated their actual needs, and that their wants and needs have taken priority over your organization's. It seems to make them feel like each of their interaction is being personalized – every Web visit, each mail, their mobile apps usage, phone calls, their social media visits and pieces of mail interaction. And it makes them feel like each interaction builds on the last one.

### What's In It For You?

If you too are alike most organizations, and if you are not making efforts to make your customers feel this way then you're missing on something today. And doing so is going to take some work. Is it worth it? What's in it for you? Stronger loyalty. Above all, advocacy. That's what which supercharges the marketing results through the response rates, conversion rates, customer lifetime value or ROI. Over the time, the customer engagement helps you to build in a truly virtuous cycle. Customers invite you to learn even more about them, with which you can create offerings they would like even more, and become even more stronger advocates.

## Why Customer Engagement Is So Difficult

If the customer engagement was that easy then perhaps everyone would have been doing it right by now. But, what makes it hard? And why does it seem like it's getting harder? Simply put: it's hard because we're in the digital age – where communication channels and customer touch points are continually proliferating, and the number and variety of sources of customer data are exploding.

- **Channel Proliferation**

Every day new and trendy ways of interacting with the customers are emerging seemingly – majority of them being digital. Each represents a great customer engagement opportunity. But too often, each channel has its own team, and its own strategy – in effect, is its own silo. That's a problem in the face of customers' cross-channel behavior. Among the ample multitude of various channels and different strategies, each customer still remains as one person who looks at your company as one organization, and does expects an engaging, single and dedicated dialogue.

- **Data Explosion**

Proliferating the communication channels has actually triggered an explosion of the data, because each time a consumer interacts with you through any one of these channels, the new data is created. This is a part of the overall genesis of the Big Data phenomenon where more types of data, generated more quickly, and are stored in new the repositories such as Hadoop. While all of this data adds up to a great opportunity to understand each customer better, you first need to put it all together – and the more of it there is, the harder that is to pull off.

## Why is Email Marketing the “Answer” ?

Email marketing, still is the most powerful marketing tools available today. It is easy, affordable, direct, actionable and highly effective. When you add an email to your marketing mix, you tend to spend less time, money and resources than with traditional marketing vehicles. And, with email marketing, you can communicate more quickly which means your time and your sensitive information is disseminated within minutes, not even days or weeks - and you can see the results of your efforts instantly.

Email marketing is at it's most effective when it's used to build communications aimed at your existing customer list or permission-based “house list” as a means of customer retention.

### Let's talk about how Email Marketing is the key to all Marketing Complexities.

#### 1. It's All About Communication

How to get repeat business and earn the customer loyalty? Take lessons from small business enterprises which long ago had grasped all the dynamics and the importance of moulding customer relationships through communication. They nurture on their customers' needs over due time by learning and remembering the individual preferences and their interests. They had acquired the customer information and data directly from their customers through personalization or personal interaction. And they keep in touch with customers on a regular basis ensuring their business remains “top of mind.”

What's more, statistics show that it takes six to seven contacts before you can turn a prospect into a customer. All that contacts can be expensive, and usually time consuming. That's where email marketing becomes a critical part of your marketing efforts.

#### 2. Email Turns Prospects and Visitors into Loyal Customers

Email marketing powers you with proactive communications with your in-house customers, members or prospects instead of just waiting for their return on your website, or visit your office, or call you on the phone. With the onset of email marketing one can easily solidify one's existing relationships with their customers, initiate the new ones and can convert the one time buyers, visitors and members in the repeat business and long-term customers or revenue contributors. Perhaps you would have paid for the search engine placements, or sponsored newsletters, or rented out an opt-in list, placed banner ads, or distributed a flyer or sent a postcard. Through email marketing you can always pay-off to your investments in those expensive and time consuming marketing efforts and improve the return on investments of every dollar you have spent to obtain new business and develop profitable customer relationships.

### 3. Communicate More Information, More often

Email marketing is still an affordable and customized way to stretch a tight or low-cost marketing budget. It can just cost as low as the fractions of a single penny per each email! With a high response rate which is 5 times greater than the direct mail and 25 times the response rate of the banner ads, the email marketing channel is the chief effective way to increase sales, drive traffic and develop loyalty.

Unlike the direct mail, there is no production virtually, material or postal expense. So, with the email marketing, one can easily create more valued communications and enhance the brand in such ways which would substantially differentiate your company from others in the competition. Your communications could include preferred newsletters, sale notifications, customer promotions, new services announcements, greetings, event invitations, and more.

### 4. Foster Long-lasting Relationships

Email is an affordable, inexpensive and easy way of establishing early and long lasting relationships with your prospects and customers.

And the benefits of these

- relationships are far reaching. When you inform and educate prospects and customers, they begin to perceive you as capable of addressing their needs.
- Well-executed permission email marketing campaigns can have a positive impact on consumers' attitudes toward companies.
- 67% of US consumers said they liked companies that, in their opinion, did a good job with permission email marketing.
- 58% customers said that they opened those kind of companies' emails, while
- 53% consumers said that those emails affected on their personal purchasing decisions.

### 5. Easily Measure and Improve Your Results

The benefits derived from most types of marketing and advertising are very difficult to measure. With email marketing at hand, you can easily calibrate the exact number of emails sent, emails opened, bounce backs, unsubscribes and clickthrough rates. Also you can tell who has opened your email, which links did motivated the most clicks in your emails and even more specifically, who did clicked on each of the links. All of this useful information can help you send highly targeted campaigns to the individuals most likely to respond to your offer, thus improving results going forward.

## Conclusion

### An Email Marketing Service Makes it Easy and Affordable

An email marketing service delivers your emails with proper protocols, maintains relationships with ISPs and has a full-time staff to gain the highest deliverability rates for your email. Finally, an ideal email marketing service will be Can-Spam compliant and will offer a complete solution which will include a list management with real-time reporting.

Email marketing offers business owners an opportunity to reach out to customers and prospects, and increase customer retention in ways that were simply not possible just a few short years ago. Whether you use a service or hire an agency to handle the entire process, email marketing should be an important part of your customer relationship efforts.

## About Mail Prospects

Mail Prospects is a global provider of integrated consumer insight and targeting, data quality and cross-channel marketing. We help organizations from around the world intelligently interact with today's dynamic, empowered and hyperconnected customers. By coordinating seamless interactions across all marketing channels, marketers are able to plan and execute superior brand experiences that deepen customer loyalty, strengthen brand advocacy and maximize profits.

### CONTACT US



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