

How Email Marketing Can Help Build a Successful Cross Promotion Strategy

Every business's ultimate goal should be to attract new customers and keep them loyal to the brand. There are many ways to connect with customers and prospects but there is no channel as powerful as email marketing in building strong customer relationships and growing a loyal following. Incorporating email marketing into a targeted cross promotion strategy can help you build your online and social media influence and can also increase your website traffic, build a powerful customer acquisition program and increase brand loyalty, sales and ROI.



The Power of Email Marketing and Cross Promotion

Email marketing is the strongest marketing channel when it comes to customer acquisition and sales with a 44:1 ROI or \$44 for every \$1 spent, according to the DMA. Most consumers make their buying decisions based on information from multiple channels so using email as a part of a cross promotion strategy gives you more power in reaching new customers and can take your marketing to the next level. The most successful brands are able to integrate all channels of their marketing strategy together to create an engaging customer experience. When a company has a holistic marketing approach, the connections are seamless and it creates an amazing experience for your followers.

How to Incorporate Email Marketing into Cross Promotions

- Write attractive email headlines and subject lines and use the same messaging on your website and social media campaigns
- Show off your social profiles in your emails and include social sharing buttons on your email creative
- Encourage people to sign up for your email lists via your social profiles
- Personalize your email marketing messages and use the same graphics on your emails, website and social media profiles
- Keep your content in your email marketing messaging consistent with your website and other advertising channels
- Measure your email results to determine how your audience is responding to your messaging. Use the data to improve your email, social and advertising campaigns.

Contact us to see how we can help you plan and manage a successful email campaign:

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