



# 6 Reasons You Should Increase Your Email Marketing Budget

By: eTargetMedia

Email marketing has changed a lot over the past two decades. In the beginning, the goal of email marketing was to send out as many emails as possible with a “quantity over quality” model. Businesses quickly learned that targeted email lists and quality email creative is the most successful way to market through email. Social media and smart phones have changed the email marketing industry again. Consumers started using social media sites like Facebook and Twitter to communicate with friends and companies. Consumers are also using their smart phones more and more.

Some marketers forecasted that this would be the end of email marketing however research is indicating that email marketing is thriving and continuing to see growth and effectiveness. Companies who are effectively planning and executing their email campaigns, using targeted email lists and creative messaging are seeing substantial returns on their investment in the email marketing medium. Any business can see the rewards of email marketing with a strong, targeted email campaign. Email is alive and well and one of the most effective marketing mediums, so it’s time to consider increasing your email marketing budget.

## 01 Email Marketing is Thriving

According to a study in 2014, over 70 percent of marketers claimed that email marketing was a core strategy for their business and they were planning to increase their email marketing budgets in 2015. The growth in email marketing may be due to all of the options email marketers have today or the increase of people who are opening emails on their smart phones. Email marketing is thriving, and it's a trend you should get behind.

## 02 You Can Measure Your Email Marketing ROI

One of the greatest benefits of email marketing is that you can measure your campaign results. With every email campaign you send out, you can track open rates, click through rates and ROI so you know what's working and you can determine if the increase in budget is resulting in a profitable return.

## 03 Email Marketing is More Cost Effective Than Other Marketing Mediums

The cost of creating email messages and renting email lists is a lot lower than creating print advertisements, direct mail promotions, or television ads. You don't have to purchase ad space and you don't have to pay for printing or mailing. Email tends to get the highest ROI so a small increase in budget can go a long way.

## 04 Email Increases Brand Loyalty, Customer Engagement and Sales

Email marketing can work together with all of your marketing efforts to increase brand loyalty, customer engagement and sales. Your email marketing campaigns can feed all of your marketing channels by directing people to your store, blog, social media pages and more.

## 05 Email Marketing is Easy to Implement

Email marketing can be executed pretty quickly so you can launch campaigns in a short time frame and optimize your email campaigns on the fly to get the best results. Increasing your email budget gives you the opportunity to test different lists and creative messaging, giving you the ability to determine what works best for your company.

## 06 Email Marketing is in Demand

Consumers want to receive email promotions from companies they are customers of or loyal to. To meet this demand for email you will need to step up your overall budget. Send your customers great email designs with special offers including discounts, sales, free giveaways, and special deals. When you create emails that have value to your customers, you meet your audience's needs and you will see the rewards.

## About eTargetMedia

eTargetMedia has the knowledge and experience to implement a comprehensive email marketing strategy that will produce measurable results in traffic, customer acquisition, and revenues. eTargetMedia's services include online and offline direct marketing, including; Targeted Email Lists, Postal Lists, Email Append and Creative Services.

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

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