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## Email Marketing

Promoting a company's products or services by email can be a powerful and flexible form of direct marketing. It is fast, time efficient and cheap. You can also tailor your message to specific types of clients more cost-effectively than using marketing channels.

However, it can also be seen as SPAM and can be annoying, disruptive and damaging for business. In this light the days of buying a million UK email addresses for a mass broadcast are over. The return has dropped from 0.025% to 0.002%.

A cheaper and more effective use of **email marketing** is for clients to supply Benedict with a list of email addresses that are **current** (ie recent potential sales / enquiries). This list forms the beginning of an email broadcast that is carried out monthly.

The process is often even less client involved. As Benedict receives a copy of all enquires, to assist in SEO and ROI reports, it is a simple matter of collecting the email addresses and then sending out an incentive email for enquirers to re contact.

As these email recipients have been in contact with the client recently, it is not deemed as intrusive. Return figures for these types of email marketing strategies are approximately 8%.



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