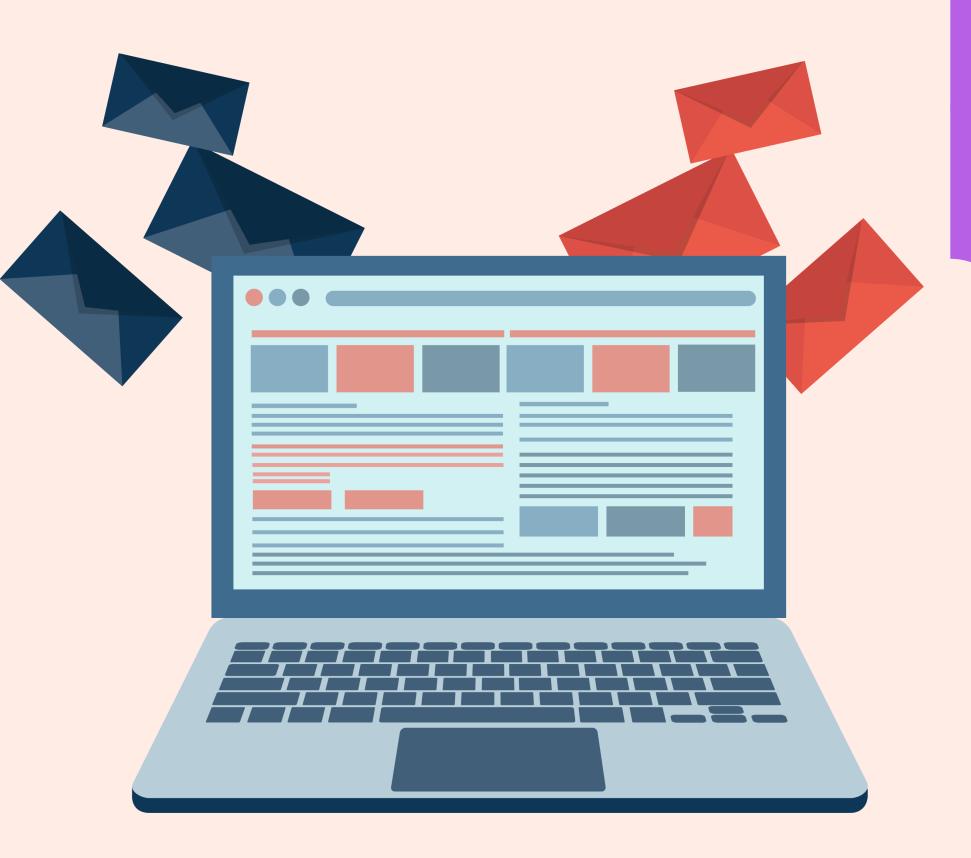


WHAT IS EMAIL MARKETING?

Email marketing is a type of direct marketing that makes use of electronic mail as a means of communicating marketablemessages to an audience.





IN OTHER WORDS ...

In the broader sense, every email sent to a probable or existing customer could be taken as email marketing.

EMAIL MARKETING USUALLY AIMS TO

- Augment the relationship of a trader with its present or prospective customers and to persuade customer loyalty
- Gain new customers or persuade existing customers to buy something right away
- Add advertisements to emails sent by companies to their customers.



MARKETERS' FAVORITE EMAIL MARKETING SOFTWARE

- MailChimp
- Campaign Monitor
- Constant Contact Email Marketing
- SendinBlue



THROUGH MAILCHIMP...

You can send emails, gather statistics and can use it to improve your performance.

WITH THE HELP OF



You can use some action-based auto-responders.



Offers email marketing services as well as SMS campaigns along with the transactional emails

Constant Contact®

Constant Contact Email Marketing takes a step further to add a bit of personalization to your email campaigns



WHAT IS THE NEXT BIG THING IN EMAIL MARKETING CAMPAIGNS?

Email marketing automation software with a view to automate recurring jobs like emails, social media, and other website actions.

THANK YOU

LOOKING FOR MORE CONTENT
ON ECOMMERCE?

DISCOVER