



EMAIL MARKETING SOFTWARE

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WHAT IS EMAIL MARKETING?

Email marketing is a type of direct marketing that makes use of electronic mail as a means of communicating marketable messages 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

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- 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



MailChimp

THROUGH MAILCHIMP..

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

WITH THE HELP OF



Campaign Monitor

**You can use some
action-based
auto-responders.**



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



**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

**L O O K I N G F O R M O R E C O N T E N T
O N E C O M M E R C E ?**

DISCOVER