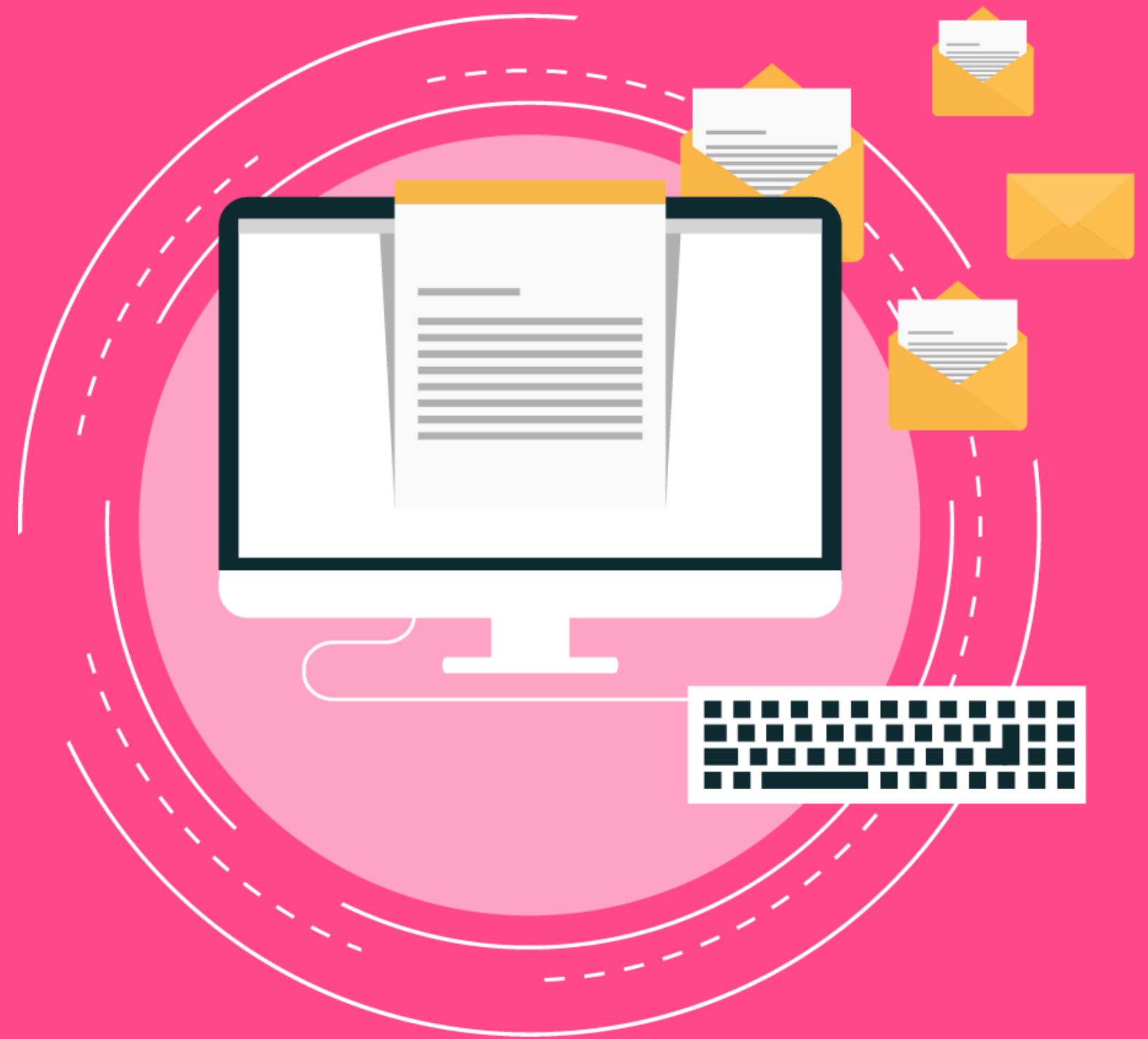


Most Effective Tactics To Nail It With Email Marketing Campaigns





WHY IS EMAIL MARKETING CAMPAIGNS IMPORTANT?

Email marketing allows you to maintain positive relationships with customers and carry out effective advertising campaigns.

FOCUS ON BEING PRODUCTIVE INSTEAD OF BUSY.



An email campaign is a marketing tactic that is still associated with negative emotions because of factors such as the spam factor.

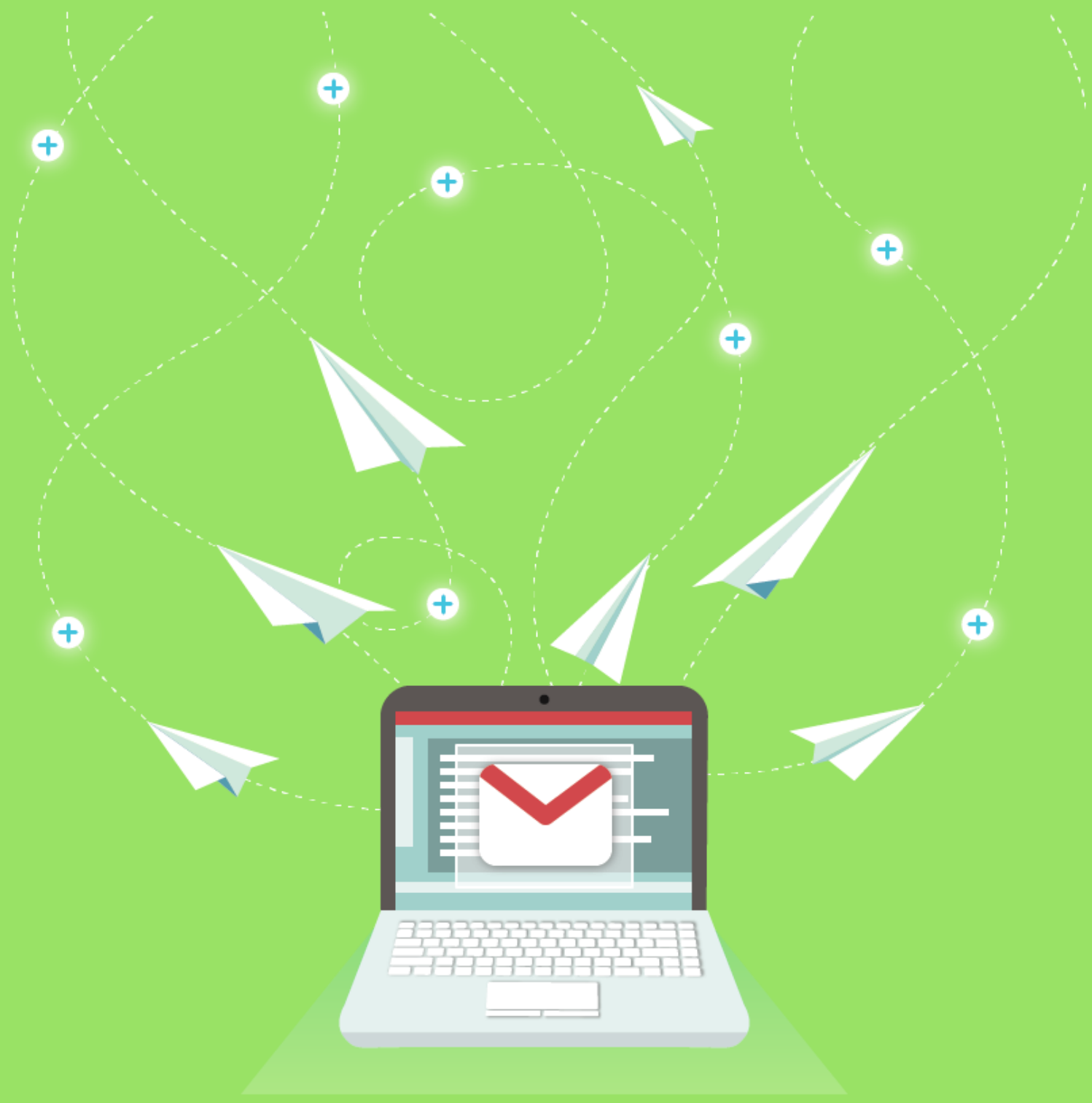
THE 4 BASIC PRE-REQUISITES OF EMAIL MARKETING CAMPAIGNS ARE -

- Target Group
- Email Automation
- Mobile optimization
- Personalization or the human element

WHY IS IDENTIFICATION OF TARGET GROUP IMPORTANT?



A carefully analyzed and assessed target audience is the key to setting up a successful email campaign or even Newsletter Campaigns for that matter.



WHAT IS TO BE DONE AFTER THE TARGET AUDIENCE HAS BEEN IDENTIFIED?

Email automation should be the next step. Smart Automated emails solutions from companies like Perzonalization, makes this job a cakewalk for online store owners.

WHY IS MOBILE OPTIMIZATION OF ECOMMERCE STORES IMPORTANT?

Since mobile devices nowadays can handle nearly every task that can be completed on a desktop, more people are opening up and responding to emails on small screen devices.

WHAT ARE THE CONSEQUENCES OF NOT OPTIMIZING YOUR ECOMMERCE STORE FOR MOBILE DEVICES?

If you are not optimizing your emails to be mobile responsive, you are missing out on massive chunks of your audience who will not even bother to open your mails if they are away from their desktops.

How to personalize email messages –

- By adding the human element in the messages
- By not making them sound like sales messages
- By writing engaging and personalized content



HOW CAN I ADD THAT ZING IN EMAILS?

Spice it up with information that the customer might be interested in. Inspire your customers in a way that they have a good reason to come back to your store.

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 ?**

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