

# 5 Ways Email Marketing Will **GROW** Your Business

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BEST PRACTICES GUIDE | EMAIL MARKETING



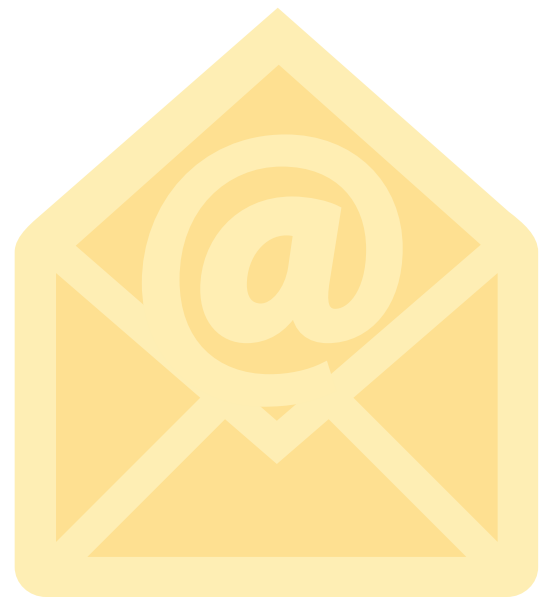
## 5 Ways Email Marketing Will Grow Your Business

Consumers are more connected than ever before, and that trend is not going away. If the explosion of social media had you wondering whether email was going the way of the landline or desktop PC, nothing could be further from reality.

Not only is email marketing holding its own with social, it also is the most effective marketing tool for a majority of small business owners. In 2012, email marketing outperformed both social and search when it came to converting prospects to new business.

All this can be a lot to deal with for most small business owners. But Constant Contact's Solution Providers are a great resource for those that don't like the thought of navigating a constantly changing marketing landscape alone.

But whether you do things yourself, or choose to let a Solution Provider help you out, use the following five tips to be sure you're getting the most from email marketing.



## 5 Ways Email Marketing Will Grow Your Business

### Tip#1

#### Adjust to the demands of mobile

[More than half of all Americans use smartphones](#), and almost a quarter of all online activity comes from mobile devices. Businesses have to adapt to that reality.

Email remains the most popular activity for smartphone users: [43% of mobile users check their inboxes at least four times a day](#). It's likely that even without thinking about mobile, you're getting results from your email marketing.

But shaping the mobile customer experience needs to be more intentional. A [recent Google study](#) showed 55% of consumers say that a poor mobile experience can hurt their perception of a brand. If you're not providing a mobile-friendly experience, you could be putting your reputation at risk.

Constant Contact makes improving the mobile experience easy.

First, choose a mobile-friendly email template. [We've rolled out many of these over the last few months](#), with more to come this year.

Second, take a focused approach to developing email content. Rather than packing each newsletter with tons of information, pick one topic—at most, three—and deliver shorter messages designed to drive action around that topic.



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### Tip#2

#### Keep your content relevant

Providing relevant content has always been an essential part of a successful email marketing campaign. And with competition for the inbox reaching an all-time high, that's truer today than ever.

One projection says that by 2014, consumers will receive more than 9,000 emails every year. With so many emails coming at them, consumers have learned to self-filter, giving attention only to what's most relevant to them.

In our 2012 survey of about 1,500 consumers, 56% said that irrelevant content was the number one reason they chose to unsubscribe from a business email list.

Be smart and address the needs of your customers by creating content that helps them solve their most important challenges.



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### Tip#3

#### Your most valuable marketing tool: **email contacts**

Small businesses—whether they're using email marketing to connect with current or potential customers or not—need to make collecting customer contact information a top priority.

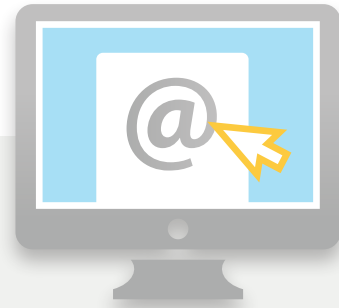
Growing your business depends on having a strong list of contacts. And when you collect customer contacts, you own that information.

Brands on Facebook found out how valuable this can be in 2012, when the social network made some unannounced changes to its EdgeRank algorithm. Without warning, businesses and organizations that had put in hours, days, weeks and months to attract new fans were suddenly unable to get their message in front of their target audience.

[Today, fewer than 16% of fans will see any of the content you post on Facebook.](#)

In contrast, more than 97% of all emails sent using Email Marketing from Constant Contact are consistently delivered to recipients' inbox.

When you're in control of your contacts, you're able to inform your customers and supporters about all your newest developments, both online and off. So whether you're running a deal, hosting an event, or rolling out a new line of products or services, you'll have the capacity to send that message and know it's been delivered.



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### Tip#4

#### Email engagement trumps email opens

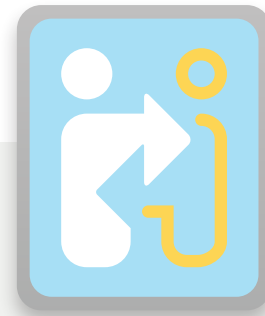
The days of open-rates being the holy grail of email marketing are over. Now, engagement is king.

That's not to say open-rates don't matter. Of course, keeping track of how many people are seeing your emails in their inboxes and deciding to check out what's inside will continue to be important when tracking the effectiveness of your email campaigns. But open-rates only tell half the story.

The fact is, just because someone opens your email, it doesn't mean they are reading it, or finding your content compelling enough to take action. By contrast, by tracking engagement metrics such as click-through rates, businesses can get a clearer idea of what type of content actually works to engage the audience and deliver measurable business results.

Tracking click-throughs will also help better identify business leads. For instance, if you have a certain group of your readership repeatedly clicking on links to learn more about products or to shop online, you can create a separate list and send those contacts more relevant product information.

Focus on engagement to drive the type of results you want.



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### Tip#5

#### Email is more social

In 2012, businesses went from having two or three social options, to an explosion of sites such as Pinterest, Instagram, and Google+.

While social media marketing generates good response, businesses that combine social with email marketing have achieved the most impressive results.

From [a stamp manufacturer in Salem, Oregon](#), that used email and social to generate 40% of its retail business, to a [DC nonprofit](#) that raised more than \$100,000 in a single month by combining Facebook and email, it's clear that these two powerful marketing tools can and should work together. Your marketing can be more fruitful by combining email and social media to attract more fans and followers, more email subscribers, and overall, more results.



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#### Remember the basics

It's true that many of the ways we communicate with customers are changing. But much is staying the same. It's still all about effectively communicating relevant messages to your audience. But rather than the traditional methods, you'll be sending emails or engaging on social media to build relationships, strengthen loyalty and stay top-of-mind to your customers.

When they start buzzing with enthusiasm, it provides more opportunities to grow your business than ever before. And with one of our Solution Providers by your side to help, you'll be getting the results you crave in no time.