

EMAIL MARKETING 101

WHAT IS EMAIL MARKETING?



Email marketing is the most direct form of marketing used to promote your business, designed to reach customers and prospects at every stage of the buying process via the #1 communication channel. By utilizing organized recipient lists, you can send the same message to a large group, or create specialized messages for certain demographics.

STRENGTHS AND BENEFITS



- **Inexpensive** – Programs and subscriptions are low-cost and user-friendly.
- **Easy to track ROI** – By viewing engagement stats like open rates, clicks, forwards and replies, it's easy to see where leads come from.
- **Reach targeted audiences** – Reach who you want, when you want by using targeted lists.
- **Engaging experience** – Open rates, click-thrus and opt-ins ensure that your recipients want to hear from you.



EMAIL BLAST EXAMPLES

- Introduce a new product or service
- Announce upcoming events
- Distribute content
- Conduct surveys
- Advertise special offers and promotions



STATS

- **85%** of U.S. retailers consider email marketing one of the most effective acquisition tools
- **93%** of B2B marketers use email to distribute content
- B2B emails achieved the highest open rates at **27.97%**



GETTING STARTED

If you're ready to launch an email marketing campaign but don't know where to start, ASI® can help. EmailExpress™ puts your brand and message in front of distributors (members and non-members alike) that want to hear from you. With various packages to choose from – such as Connect™ ESP Search Emails and the Lead Nurturing add-on option – we provide many ways to meet your business needs.

Contact your Account Executive or visit asiadvertising.com/emailexpress to get started today.