



# Email Marketing

*All The Cool Kids Are Doing It!*

## What's the Point?

*Aims and Objectives of Email Marketing*



**Build Brand Awareness**



**Increase Sales**



**Lead Generation**



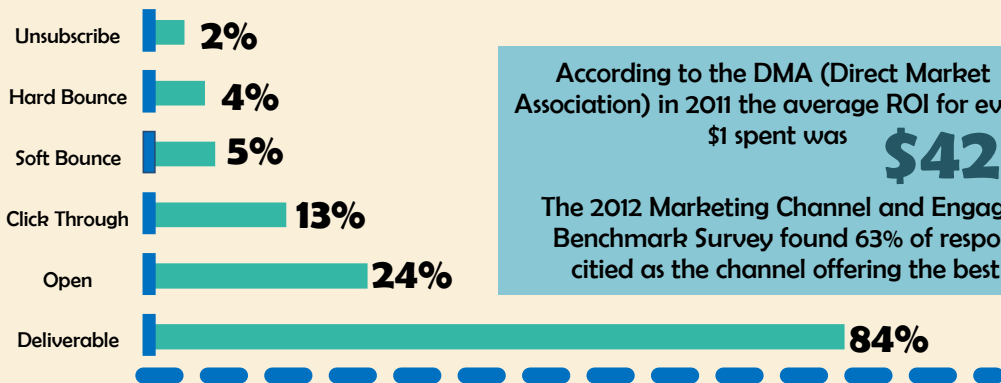
**Strengthen Customer Relationships**



**Remind Customers Who You Are**

**Email Marketing** is currently the **#1** channel for B2B marketers. Why, you ask? Because! Its affordable, quick, simple, direct and most importantly, its measurable!

## Average % Rates?



According to the DMA (Direct Market Association) in 2011 the average ROI for every \$1 spent was

**\$42.56!**

The 2012 Marketing Channel and Engagement Benchmark Survey found 63% of respondents cited as the channel offering the best ROI.

## Best Practices



Words to Include



- Connect
- Payments
- Conference
- Apply
- Opportunity
- Demo

Words NOT to Include



- Confirm
- Join
- Assistance
- Speaker
- Press
- Social