

Lesson no. 10 – Email Marketing Advertising

Email Marketing



Hanging out with Display Ads back near the start of online advertising, Email Marketing is a cheaper, faster and effective form of advertising.

It's a great way to build customer loyalty and boost sales; when you use an email campaign manager (see the list below) to prepare and send your emails, you can easily track how well they do and monitor your ROI.

Email Campaign Managers:

- MailChimp
- Constant Contact
- AWeber
- ConvertKit
- GetResponse
- Campaign Monitor
- Active Campaign

In order to succeed at email marketing, you first need to build a list of email addresses. You can do so by using quizzes, or you can put a simple Newsletter sign-up on your site.

Then, you can send email campaigns that focus on promotions, discounts, features or content you've posted to your blog. Most emails are short, sweet and to the point. A concise message makes it easy to get your point across and increase conversions.