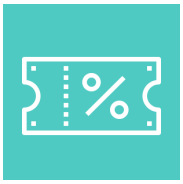
6 Tips and Benefits of Email Marketing

What value could you be providing your clientele by utilizing the free resource of email marketing? As you read through this list of benefits, consider how you could be taking advantage of this tool for your business.

It can help you develop a relationship with clients/customers as they witness the value that you have the ability to offer.

Its less competitive than social media because the individuals who have signed up for your email are already there for you!



Provide value in your emails so that you are not just spamming. Can you give your customers coupons or discounts, educational information, resources, and so on?

Make your emailing schedule and stick to it. Don't fall off and get lost in your client's inbox amongst the other emails they may have – don't be a stranger!

If your pitching a product, add those images into your email. Receivers, the individuals, get a lot of information from visual representation of what's being sold to them.

Create great opt in's- plans, checklists, guides, resources, and question how you can give the max amount of value to your audience.