



## Convince and convert with Email Marketing

Each month, Redline Company, a marketing agency who has helped countless real estate companies to grow here on the coast over the past 15 years, brings you insider knowledge to help take businesses through the roof. Sharing their knowledge, they hope to add value to the business community in Marbella and beyond.

It's no secret, email marketing is one of the most effective and powerful ways to reach and engage with your audience. Over 56% of the global population has internet access—and just about everyone has an active email address—just think about it, everybody has at least one email account. Literally. Everybody you know - so the importance of email marketing is higher than ever.

### IS EMAIL MARKETING DEAD? STATISTICS SAY: NOT A CHANCE.

While some marketing trends come and go, email remains one of the most powerful channels available to the modern marketer. It offers benefits that other digital marketing tactics can't provide; email marketing has become smarter in recent years thanks to the innovative processes of targeting and segmenting contacts, which offers the ability to quickly and efficiently send personalized marketing materials to specific audiences based on customer actions. In case you still need convincing, we've put together a short list of just a few of the top reasons why email marketing is one of the best digital marketing tactics that a business of any size can invest in and why your brand needs to develop an email marketing strategy and start implementing campaigns yesterday.

*"Email has an ability many channels don't: creating valuable, personal touches - at scale."*  
David Newman - Marketing Mentor

### CONSUMERS PREFER EMAIL

Email provides a professional and direct medium that allows businesses to reach out to their leads and customers. It's a no-brainer, many businesses are working with limited marketing budgets, which means that they can't waste time with digital marketing tactics that won't resonate well with their target market. While social media has become a popular and important way for businesses to communicate with their audience, sometimes brands just can't get the organic reach they are looking for through these channels.

Most consumers actually prefer to communicate with brands through email, it's convenient, personal and instant. It's also permission based; the people on your list actually signed up because they want to get updates from you. They're interested in learning more about your brand and what you have to say, including your promotions and discounts.

*"If social media is the cocktail party, then email marketing is the 'meet up for coffee'."*  
The original one to one channel.

Erik Harbison - Digital marketing coach

### EMAIL HELPS YOU REACH MOBILE CONSUMERS

Today's consumer has become increasingly more mobile, proving yet another reason why email marketing is ideal for reaching your customer. In fact, reading and sending

emails is one of the most popular activities for smartphone users, beating web browsing, social media, and even apps for maps and directions.

Unlike creating an App or SMS marketing, this kind of online marketing does not require businesses to invest a significant amount in new technology. So, as we move forwards in a world where more and more consumers are going mobile every day, if you really want to catch the attention of this growing audience, your business should invest in email marketing that's optimized for mobile device users.

Stats show that over 48% of emails are opened on mobile devices, and 69% of mobile users will delete emails that aren't optimized for their device. This means that if you are not working to optimize your marketing emails for mobile then you may be missing out on the opportunity to reach these mobile consumers. Remember to keep it simple, limit your images, optimize your text and most importantly use CTA buttons.

### HIGH EMAIL MARKETING ROI

One of the top reasons why email marketing is so effective for small businesses is that it provides a strong return on investment. No matter how tight your business marketing budget may be, you can still take advantage of the immense benefits that email marketing provides. Email marketing increases company revenue, drives more traffic to your company website, improve sales conversions and helps to improve brand awareness.

On top of more traditional marketing tactics like print and TV ads or direct mail, which are highly effective in boosting brand awareness and visibility, email marketing also works in reinforcing the brand and allowing businesses to reach a wider audience.

*"Signing up is a powerful signal of intent to buy. Send them an email until they do."*

Jordie van Rijn - Email marketing specialist

One very important thing to remember is to ensure your email marketing complies with General Data Protection Regulation (GDPR) requirements. If you don't want to go through the hassle of learning about all the latest email marketing tools, tactics, and best GDPR practices, then think about partnering with Redline. Our digital marketing masters can help you develop smart, tailored, and compelling email campaigns that will position your brand for long-term success. We specialize in creating effective and beautiful email templates that align seamlessly with every brand, and work closely with you to personalize your results.

Get in touch with Redline Company today and let's get a cost-effective email marketing strategy in place that will drive maximum return on investment for your team! Contact [info@redlinecompany.com](mailto:info@redlinecompany.com)

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