

E-mail Marketing



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Email marketing is a form of marketing that can make the customers on your email list aware of new products, discounts, and other services.

Types of Successful Email Marketing Campaigns :-

- Email Newsletters.
- Acquisition Emails.
- Retention Emails.
- Promotional Emails.

5 steps for effective email marketing :-

Step #1 - Understand and segment your audience

Step #2 - Establish your goals

Step #3 - Create sign-up forms and capture the right level of data

Step #4 - Consider the frequency of your campaigns

Step #5 - Select the best time to schedule your emails

Understand the different types of emails

Conclusion

