EMAILING MARKETING

What is emailing :

Email marketing is the use of email to promote products or services, to build customer loyalty.

It is a form of marketing that allows you to inform customers on your mailing list about new products, discounts, and other services. Email marketing is one of the most effective and popular marketing tools. Email marketing revenue [is expected to grow by 287%](https://www.statista.com/statistics/1461804/email-marketing-revenue-worldwide/) worldwide between 2024 and 2032.

[According to a study](https://mailchimp.com/fr/resources/this-holiday-its-personal/) conducted by Edelman on Mailchimp:

* 95% of marketers believe email marketing provides excellent revenue
* 9 out of 10 marketers say email marketing is very or extremely important to their overall marketing strategy
* 4 out of 5 customers prefer email over any other form of communication

Mailchimp is an email marketing platform tailored to a wide range of businesses (small businesses and online stores and large enterprises). It provides you tools you need to create, send, and track engaging email campaigns to your customers and subscribers.

**Benefits of Email Marketing**

1-Email marketing can help you [build a relationship](https://mailchimp.com/fr/resources/create-an-email-marketing-strategy/) with your audience [driving traffic](https://mailchimp.com/fr/resources/5-ways-to-increase-website-traffic/) to your blog, social media, or anywhere else you want people to go.

2- You can [segment your emails](https://mailchimp.com/fr/resources/email-segmentation/) and [target users based on demographics](https://mailchimp.com/fr/marketing-glossary/target-audience/) so you only send messages that are the most interest to them.

3-Email marketing also allows you to run operations of a subject line or call to action to determine which message is more effective through email marketing .

**Disadvantages of Email Marketing :**

Here are some of the major drawbacks of email marketing campaigns.

* Spam “Lose 20 pounds in two weeks,” “Click here for a great discount.” We receive them and click delete almost instantly. Plus, we never see some of these emails because they end up in our spam folders. These messages are just a waste of time for the company that sent them.
* Size: If your email is too large, it may take a long time to load or may not load at all. In the meantime, a potential customer has just lost interest, which is costing you money.
* Competition: Disadvantages aside, email marketing is a popular form of marketing, which means your email won’t be the only one flooding users’ inboxes.
* **Cost.** While many email services seem to be free, many still charge fees for extra actions like adding images or exceeding a word count.. Having someone design your email template, help you build a database and distribute the email can add to your budget.