

# E-mail Marketing and how to send it sucessfully



E-mail marketing is a form of marketing that uses an electric medium for communicating with customers. It is the most cost-effective marketing strategy to reach a larger audience. Advanced e-mail marketing tool helps in measuring the campaign and making corrections to it if required. This allows companies to optimize e-mails and make a maximum impact on customers. An email marketing campaign can be targeted to a specific customer which increases the authenticity and relevance of businesses. E-mail could be sent in a wide variety to customers in the form of newsletters and invitation



# How to send **e-mail** to attract more customers?

- ✓ Choose email marketing service provider
- ✓ Segment e-mails according to target audience
- ✓ Personalize emails as per customer
- ✓ Use Automaton to send e-mail



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