

EMAIL MARKETING

Email is a tool that nearly everyone uses today, and it continues to grow and be more prevalent in the lives of people around the world. The best way to grow your small business is to build trust and develop fantastic customer relationships.

Building relationships requires regular contact with your customers. Small business email marketing is one of the most powerful ways to help you build relationships and grow your business: It's easy, effective, and inexpensive. Email marketing allows business owners to reach a large number of consumers at a rate of pennies per message. For small-business owners on a budget, this makes it a better choice than traditional marketing channels like TV, radio, or direct mail.

How does it benefit my business?

- Email is an easy way to reach mobile customers
- It's an effective way to keep customers informed
- Email coupons drive online and in-store sales
- It's easy to customize and integrate into other marketing tactics

What do I get?

- Targeted, timely email campaigns
- Send your current print, radio or tv spots to 10,000 email addresses
- Keep your store top-of-mind with eNewsletters
- List management for new subscribers and unsubscribers
- Reporting of campaign effectiveness

Pricing: \$100 per month added to your Imagine Retailer site.

