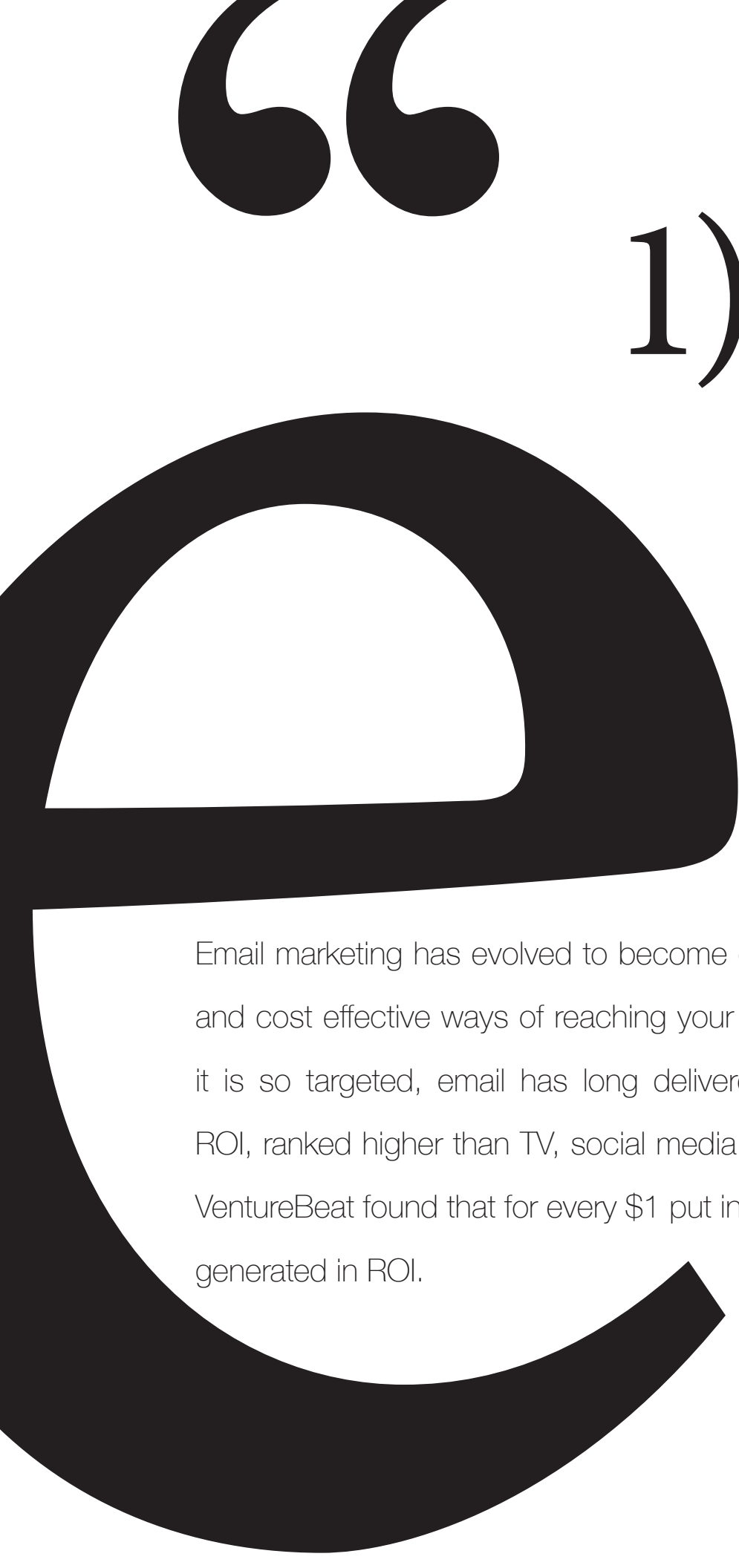


“5 reasons
why
email
marketing
is important”

SHARKEY
ADVERTISING



1) Email marketing generates profitable revenue and a strong ROI

Email marketing has evolved to become one of the most impactful and cost effective ways of reaching your customer base. Because it is so targeted, email has long delivered the highest marketing ROI, ranked higher than TV, social media, and paid search. In fact, VentureBeat found that for every \$1 put into email marketing, \$38 is generated in ROI.

2) Email marketing automation helps you qualify more leads and focus your sales effort on those prospects that are ready to buy

Email marketing automation gives your sales and marketing team the insight they need to focus on their best prospects—helping them shorten the buying cycle and close more sales! It automates personalized follow-up emails when readers show an interest in your marketing message then alerts your sales team about every opportunity for them to close a deal.

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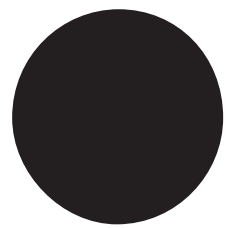
3) Email marketing provides powerful metrics you can use to close sales

Email marketing can be effectively tracked, giving you detailed information about your campaign. Typically reports will including total email delivery, open and click through rates. The best platforms can provide a depth of measurement well beyond that showing which individuals opened your email and how they and interacted with it. Customer behaviors like form completions, adding items to a shopping cart or downloading documents, can be scored to identify and prioritize hot leads with results automatically sent to your sales team for seal the deal.



4) Increasing email use on mobile

Smartphones and mobile devices allow people to have a near constant connection to their emails. A recent survey by the Pew Research center found that 88 percent of Smartphone owners interacted with email on their phone. Email was more widely used than social media or GPS. In 2016, Litmus Email Analytics has recorded that over 50 percent of total emails are opened on mobile devices. Mobile use of emails means your email marketing campaign can contact more people, more often. But, it also means your emails must be constructed to show up properly on computers and mobile devices as well. . Email is also one of the best mediums for delivering and displaying information on multiple devices.





5) People actually like it

Statistics show that people actually like receiving promotional emails. What annoys them is when there's a disconnect between the messages they get and their actual needs. A research survey by MarketingSherpa showed that about 91 percent of Americans want to receive promotion emails, especially when they are relevant, and about 60 percent wished to receive them weekly; 15 percent wanted them daily. When you find the best fit between frequency and effective messaging, customers will actually look forward to seeing your company's name in their inbox.

How Sharkey Advertising can develop your email marketing initiatives:

Sharkey Advertising can help you develop an in-depth email marketing strategy that can improve your bottom line. We will work with you to develop artistic templates, landing pages, or original campaign creative, that get results. We can test email messaging and subject lines to fine-tune the effectiveness of each campaign. Our enterprise level email marketing platform can automate responses, track and score behaviors, and deliver extremely detailed reports that you can use to build and amplify your brand and bring your company to a whole new level of success.



Contact Sharkey Advertising to create an email marketing campaign for your company and get started with Sharkey Email Marketing Automation Platform today.

We Do Lots of Things:

Brand Strategy, Corporate Identity, Corporate & Product Logo, Design, Advertising Campaigns, Direct Mail Collateral, Brochures, Web Design and Integration, Email Marketing, Banner Ads, E-Commerce sites, Marketing Promotional Pieces, Catalogs, Flyer Insert Programs, Magazine Special Sections Design & Total Print Production, Newsletters, Multimedia Presentations, Packaging, Media Planning & Placement.



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