

# Top Reasons to Use Email Marketing

By Constant Contact



Email marketing remains a successful marketing tactic that delivers great results—even in a world of increasing mobile and social channels. With more than 600,000 customers, Constant Contact is the leading provider of email marketing for small businesses and nonprofits. Our easy-to-use solution lets you quickly create beautiful, professional-looking emails that get meaningful results—more customers, more donors, more sales, and more revenue.

**For every \$1 spent, \$38 is the average return on Email Marketing investment.**

*Source: Direct Marketing Association, 2015*

**91% of all U.S. adults like to receive promotional emails from companies they do business with.**

*Source: Marketing Sherpa*

**There are 2.5 billion email users in the world—about 233 million are in the U.S.**

*Source: Statista, 2015*

**Small businesses that promote their business with multiple social channels in conjunction with email, reported increases in key metrics:**

- **Customer engagement: 73%**
  - **New customers: 57%**
  - **Website traffic: 54%**
    - **Revenue: 40%**
    - **Referrals: 39%**

*Source: Constant Contact Survey*

## Email Marketing fits right into your current marketing mix.



### Supercharge your website.

Your website is the central hub of your online presence. Create and customize a Constant Contact web sign-up form, then sit back as you turn your visitors into subscribers. Use the content on your blog in your next newsletter—drive your subscribers back to your website to view content, donate funds, or purchase a product.



### Drive more likes, fans, and followers.

Expand your reach by posting your email content to your social networks right from your Constant Contact account. Then, add social buttons to every email, and a “Join My Mailing List” Facebook app to your business page. Constant Contact makes it easy to manage everything from one place.



### Bring offline, online.

Set up a newsletter signup form in your business to collect email addresses, use the Constant Contact ListBuilder mobile app, or set up a Text-to-Join so your customers can use their mobile device to subscribe to your newsletters. Stop missing out on repeat sales, and add email to your marketing mix!