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What Every Entrepreneur Should Know About Email Marketing

Email marketing is often viewed as either an unnecessary or unimportant element of a marketing campaign, but that's definitely not the case. Email marketing isn't an old, out-of-date technology, but is instead a viable, powerful tool in any entrepreneur's marketing toolbox.

There are three basic elements that everyone who wants to use email marketing effectively must firmly grasp: whether to manage their campaigns manually or through [email marketing software](#), how to design the emails that will be used and how to maximize the benefits of emails.

Managing Campaigns

There are two ways to manage email campaigns: manually or through dedicated software.

For companies just starting out, it might not make sense to spend money on specialized software when the waters of email marketing have not been thoroughly tested. In this case, [crafting spreadsheets](#) or finding templates offered by others online can help entrepreneurs get a good handle on a small email marketing campaign. They will have to track subscription lists, the campaign plan, conversions, and any other metrics required for the campaign.

If the campaign is likely to run more than a year or the amount of subscribers becomes unwieldy--a number that will vary depending on the business and available resources--it would be best to turn to dedicated email marketing tools that will remove the back-end work from the campaign, allowing the advertiser to focus on the design and content of the messages.

Designing Emails

Consistency is key when you're creating a marketing email template. Simplicity is also a major boon.

Marketing emails should resemble the company's website, physical design and other advertising initiatives as closely as possible, helping tie all marketing efforts together and solidifying the company and brand in the recipient's mind. Having completely different visual styles, whether color schemes or fonts, can confuse subscribers and will result in lost subscriptions and deleted emails.

Likewise, overly complex designs can be difficult to read and will frustrate readers, leading to the same ends. Breaking up text into multiple small paragraphs increases readability and improves the flow of the text. Once the design hurdles are overcome, the focus can be shifted to content, which is where email marketing shines.

Maximizing Email Benefits

A 2011 [email marketing census](#) found that 72% of the responding companies felt that email marketing provided an 'excellent' or 'good' ROI.

Email marketing can provide many benefits to a company's overall marketing campaign strategy. Regular emails help keep a brand in customers' minds, continuously reminding them of a company's services and products while providing them with valuable knowledge, solidifying that company in their minds as a valuable resource and thought leader.

By providing answers to customers' questions and giving helpful tips and tricks, companies can build a reputation for reliable knowledge that will translate into customer relationships. Further, a well-designed email marketing campaign can tie the various outreach methods of a company together, providing a single portal through which readers can access a company's blog, social media profiles and main website.

By including a social call to action in each email, companies can foster customer engagement, helping generate buzz and, hopefully, increasing the business's digital visibility.

You can also find this article published on [What Every Entrepreneur Should Know About Email Marketing](#), and on the tag pages [Entrepreneurship](#).