



Email Marketing:

8 BIG Reasons Why Your Small Business Will Look Like a GIANT

As a small business owner you know you **should** use email marketing to spread the word and grow your business, but maybe you just haven't quite found the time, the energy or the resources to do it. Well, have no fear because VerticalResponse has everything you need to make your small business look like a **GIANT**.

Here are 8 BIG reasons why email marketing is GREAT for your small businesses.

- 1. Email Marketing is Quick and Easy:** As a small business owner the thought of adding another task to your to-do list is daunting; however, **with VerticalResponse, creating and sending email is simple.** All you need is your customer's email addresses, something valuable to say to them and an image or two. We have over 75,000 free images in our image library to choose from, so you're sure to find some that work for you. Then, we'll walk you through creating and sending a successful and effective email that looks like it was designed by a pro.
- 2. Email Marketing is Affordable:** Email marketing is one of the most affordable forms of marketing today. **With VerticalResponse you can send unlimited email for as little as \$10 per month** or you can [Pay-As-You-Go](#) for about a penny per email – **no contracts!** And because it's so affordable and effective, many of our customers tell us that email marketing is the most profitable form of marketing they do.
- 3. Email Marketing is Transparent:** If you're currently sending your marketing emails through your old-fashioned regular email (e.g., Gmail, Outlook, Hotmail, etc.), you have no way of knowing how your emails are performing or who is looking at them. With VerticalResponse, **you'll instantly see who is receiving, opening, and clicking on your emails** in addition to how much traffic you are getting to your website from your email. Our tools also enable you to compare the performance of multiple emails so you can make the appropriate changes to future emails and continue to improve your email marketing.

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- 4. Email Marketing is Measurable:** One of the greatest things about email marketing through VerticalResponse is that you can actually track how much money you make from the emails (we call it the **Return On Investment** or **ROI**) you're sending out. So now, not only can you see how your emails are performing but you can also see how many sales each email is generating.
- 5. Email Marketing Gets Noticed and Read by Your Customers:** By using VerticalResponse you can greatly increase the likelihood that your email will be received and read by your customers. This is because **we have a dedicated team that works with the Gmail, Hotmail, Yahoo Mail, AOL Mail's** of the world to make sure your email gets delivered. Combined with our professional looking templates, your email will get read and acted upon. This enables you to focus on what's important – building relationships with your customers.
- 6. Email Marketing Builds Relationships:** Speaking of building relationships, email marketing does just that! Email marketing allows you to easily and non-intrusively maintain relationships with your customers. Although your customers may not need your product or service right now, they will eventually – and by staying engaged with them on a regular basis you can ensure they'll come to you first.
- 7. Email Marketing Works!** The Direct Marketing Association stated that on average, email marketing makes you \$42 for every \$1 you spend in 2010!
- 8. Email Marketing Expands Your Reach:** Email Marketing is the new “Word of Mouth.” When sending out an email you not only reach the people on your customer list, but you reach their friends, family and colleagues when they forward your email. **Also, with our new social sharing feature**, now you can share your emails on Facebook and Twitter – allowing you to broadcast your emails to more than just your email list. Instead of just communicating one-to-many, you can now communicate many-to-many.

Now that you know the 8 BIG reasons to use email marketing, [get started today](#) and experience the benefits first hand. You'll be amazed at how quickly and easily you can grow your business!

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