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# EMAIL LIST GURU



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# **LESSON 1: AN INTRODUCTION TO EMAIL MARKETING**

If you run a business, a website or a blog and you want to increase your audience as well as increasing engagement, then the single most effective way to do that is with email marketing.

If you listen to pretty much *any* top marketer, then they will almost always tell you this. They will almost always say that the most important aspect of their marketing – the thing that led to their success – was email.

And there's a very good reason for this. Or ten...

Email marketing allows you to reach your audience in an incredibly direct manner. Unlike other forms of marketing, you'll actually be able to reach your audience directly in their inboxes without having to go through any third party. That means that you're not reliant on a platform like Facebook or Twitter, or at the mercy of potential changes to policies that could render your messages unheard. It wasn't that long ago that Facebook made the decision to change its system so that only a small percentage of posts from pages got through to followers.

With email, your messages are going *directly* to the users. That means that nothing can prevent you from reaching them and you know that 100% of everything you send is going to reach the recipient.

It means that you don't lose your long list of subscribers if Facebook decides to inexplicably delete your account (this happens – in fact it has happened to me) or if they decide to delete *their* accounts.

This is a relationship that is directly between you and the subscribers. But that's only touching the very surface of what makes Email marketing so useful.

As you'll see in the rest of this report, there are many, many more advantages to email marketing and tons more reasons why you should invest more time and more energy into email marketing.

By the end of this report, you'll understand precisely what makes email marketing important and you'll hopefully be hyped to dive into the rest of the course to find out how you can make it work *for you*.

## **First, a Few Stats**

First, let's take a look at a few stats which perfectly illustrate just how impressive email marketing really is and how it is transforming business...

For example, did you know the following figures?

- Email marketing has a ROI of 4,300%
- 91% of consumers check email daily (most people check it much more!)
- When surveyed, companies say that email marketing is more profitable than: PPC, content marketing, display advertising, mobile ads, social media marketing, direct marketing, affiliate marketing...
- 66% of US consumers aged over 15 have made a purchase as a direct result of an email campaign
- 1/3<sup>rd</sup> of consumers say that they open their emails on the basis of the subject line alone

So, what does all this tell us? Why are these stats the way they are?

Firstly, let's consider the ROI. The reason that ROI is so high for email marketing is actually because the cost of entry is so *low*. ROI is 'return on investment', the amount of money you make *versus* the amount of money you spent in order to make it!

In the case of email marketing, you only need to pay for an autoresponder. Once you've done that, you have the means to collect and send emails, which means the only thing left for you to