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### Overview

Did you know that there are email marketing platforms that can be integrated into your Wordpress website OR can be built directly in WordPress?

MailChimp is one of the most popular platforms, you may be using it currently. However, have you heard of MailPoet?

MailPoet is designed specifically for WordPress websites and can send messages out to your website members or subscribers automatically on a schedule – pulling the latest content from your website. It’s free plan allows for up to 1,000 subscribers and 5,000 messages per month.

[**https://www.mailpoet.com/**](https://www.mailpoet.com/)

[**https://mailchimp.com/**](https://mailchimp.com/)

### Who should use email marketing?

* Any business that has a list of email addresses of customers or potential customers.
* Businesses that may get return purchases from customers, have a long lead time in sales before they make a purchase, or have ongoing clients.
* Businesses that may have ongoing relationships with other businesses/suppliers/partners in your industry
* Businesses that have something newsworthy or helpful information to report. Anything that is valuable to their audience.

### Examples of how email marketing can make your business more successful:

* A local restaurant or retail store announces weekly specials and upcoming events.
* A fitness studio promotes new classes, shares health tips and encourages members to participate in challenges.
* A business consultant shares industry insights, offers workshops and showcases success stories.
* A real estate agent shares new listings and provides market updates to potential investors.
* A building contractor shares details of new products and latest techniques/technology they are utilizing to real the builders they work with so that the builders can understand their innovations and pass information on to their mutual customers.
* A hair salon could promote new servers, send appointment reminders and offer loyalty discounts.

### Why is email marketing highly valuable?

* Content can be personalized e.g. with names, or sent to a specific subset of your list who fit a certain criteria.
* As the recipients are highly targeted, your message is going directly to the right people.
* Unlike social media, your message will stay in the inbox until recipients have seen it.
* Email marketing systems have great data and analytics available so you can see exactly who has opened your message and who has clicked on your links.

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| **Do you think Email Marketing might be helpful for you?**  Book a free 30-minute consultation with Kapow Interactive where we can help you clarify your goals and work out a plan to support your email marketing journey. |