
EMAIL LIST NINJA



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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.

a given page is if we were to manually navigate to that Facebook page every single day and scroll down through the posts.

And who cares enough about a brand in order to do that?

With email on the other hand, you not only check your inbox multiple times a day anyway, but you also get alerted each time a new message comes through.

Of course, this is only true of your inbox and not of your ‘social’ mailbox or spam – but using the tips you’ll learn over the course of this... course... you’ll learn how to make sure you end up in the inbox and not one of the other two.

So, that’s what the stats have to say but what about the things that a survey *can’t* quite capture?

Top Reasons You NEED to Invest in Email Marketing

Here are some of the top reasons that you can’t afford not to invest in email marketing...

1. Email Marketing is More Personal

The first and most important consideration is simply that email marketing is *much* more personal as compared with other forms of marketing. When you send someone a message via email, you

are messaging them in their inbox and that means your messages are going to be placed right alongside messages from their friends and family, as well as all the other things that they signed up for.

All of a sudden, the way that your messages are parsed and interpreted changes. Suddenly, this is in a folder filled with correspondence that demands attention and your email message will take on that same importance as a result.

As a marketer, it's your job to take advantage of this too – by making sure that your content is written in a way that feels personal and direct – this will have a much better impact on readers and make them much more likely to sit up and take notice of what you're saying. People like getting messages from *people* – not companies.

2. Email Marketing is Immediate

With email marketing, you have complete control over your message and that even includes the *timing* with which your message is sent.

On Facebook or Twitter, you will write a message and then hope that your followers see it at some point in the near future. However, with email marketing we've already discussed that your recipients will get a buzz in their pocket as *soon* as the new