

Re-mailing Increases Email Marketing Results and ROI

eTargetMedia is offering a free email marketing consultation and 20% off list orders to customers who mention this press release.

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/EINPresswire.com/ -- eTargetMedia, a leading provider of [Email Lists](#), Postal

Lists, Data Append and Creative Solutions announced that re-mailing an [email marketing](#) campaign has proven to be an effective [email marketing strategy](#) and is a best email marketing practice that brands should consider incorporating into their email plans. eTargetMedia recommends that re-mailing a campaign or deploying a second wave mailing to the non-openers of an email campaign

helps to build frequency into the client's campaign initiative which significantly boosts the client's overall campaign results and ROI. eTargetMedia is offering a free consultation and 20% off new email list orders to customers who mention this press release.

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A lot of retailers invest a large amount of time and money in developing a single email. We recommend brands deploy multiple email campaigns to see an increase in their email results and ROI.

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Harris Kreichman, Managing Partner of eTargetMedia

Email marketing is the strongest digital marketing channel for customer acquisition and sales, delivering a 44:1 ROI or \$44 for every \$1 spent, according to the DMA. Email's customer acquisition rate is also 40 times higher than social media and is more successful at acquiring new customers than Facebook, Twitter or any social media site. A majority of retailers cited email as the channel that gives them the best return on their marketing investments but a lot of those

retailers never consider resending their email messages. Building frequency into an email campaign can help boost results as timing plays an important role in any email campaign initiative.

The low cost of email marketing helps propel it as a powerful revenue driver and makes it possible for retailers to send out multiple campaigns and re-mail their email messages more than once. Timing is everything in email marketing so sometimes sending out your email message at a different time or to a different audience can make a huge difference in an email campaign's results. eTargetMedia is suggesting that when brands re-mail their email messages, they need to create a segment to identify customers that did not open the original email and schedule an automatic re-mail to that audience or consider testing a new target audience with the same messaging.

“A lot of retailers invest a large amount of time, money and resources in developing a single email but we are recommending that brands consider re-mailing their email messages or deploying multiple email campaigns to see an increase in their email campaign results and ROI,” said Harris Kreichman, Managing Partner of eTargetMedia. “Hitting an email recipient at the right time with the right



messaging is going to increase your customer engagement and overall campaign results.”

eTargetMedia has 20 years of experience in the industry and has built successful email campaigns for some of the top brands in the world including Mercedes Benz, Alcon, MetLife, Marriott, AARP, P&G, TGI Fridays, Anthem, Sony and more. eTargetMedia’s leading edge technology, smart and dedicated campaign managers and high quality database comprised of responsive prospects can help companies improve their email campaigns, generate revenue, increase brand loyalty and build strong relationships with customers.

eTargetMedia, based in South Florida, provides Email Lists, Postal Lists, Data Append and Creative Solutions to a wide variety of direct marketing customers. eTargetMedia is a member of the Direct Marketing Association. You can download the report and visit eTargetMedia online at <http://www.eTargetMedia.com>.

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