

EMAIL MARKETING:
LOCAL BUSINESSES'
(NOT SO) SECRET
WEAPON FOR
**GENERATING
REVENUE**

LocBox



As the fight for customers moves increasingly to the web, more and more local businesses are stocking their marketing arsenal with a secret weapon: email marketing. The trouble is, it's not much of a secret anymore.

73% OF BUSINESSES SEE
EMAIL MARKETING AS
FOUNDATION TO THEIR
MARKETING STRATEGY.¹

WHY EMAIL MARKETING SHOULD BE THE FEATURE OF YOUR MODERN MARKETING ARSENAL

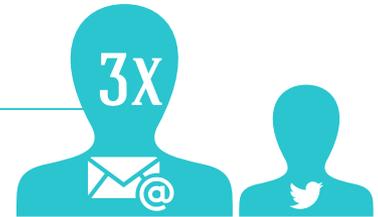


SHOPPERS ARE CURIOUS

91% of consumers check their email daily

IT CONVERTS SHOPPERS BETTER THAN SOCIAL MEDIA

3% conversion rate for email marketing vs. Less than 1% for social media



IT GETS PEOPLE TO BUY

66% of consumers have made a purchase as a direct result of email marketing.

IT GETS THE BIG-SPENDERS

Email subscribers spend 138% more than non-email subscribers.



IT MAKES YOU MONEY

An average ROI of \$40 for every dollar spent on email marketing

WHY EMAIL MARKETING SHOULD BE THE FEATURE OF YOUR MODERN MARKETING ARSENAL

In addition to being an efficient, economical marketing channel for small businesses, email marketing also combines well with the social media and paid advertising channels you already use online. Targeted emails give you a dynamic interface for linking customers to the rest of your web presence, like your Facebook profile and ads. This versatility creates a double-pronged marketing strategy your business can use to get customers to buy and keep coming back for more.



OKAY, WHAT SHOULD I BE DOING TO GENERATE REVENUE THROUGH EMAIL?

WITH **DRAG-AND-DROP** FEATURES, **SCHEDULING PROGRAMS**, AND THE **SLICK VISUALS** OF **PROFESSIONAL COPYWRITING** AND **GRAPHIC DESIGN WORK**,

a marketing automation platform focusing on email provides a one-stop shop that saves your business the time and money of doing it in-house. The right platform even collects, organizes, and stores your ever-growing contacts intelligently into lists you or your staff can use to target your customers with personalized messages.



I'M CONVINCED – NOW WHAT SHOULD MY AUTOMATED SOLUTION FOCUS ON?



1. CONVERSION OPTIMIZATION

Just getting customers to read your snappy messages won't make your business money. Getting them to do something after they've read them just might. That's why your automated platform should have direct response features, such as a button or link in place to entice customers to act:

- Give them an immediate way to make a purchase
- Enable them to interact with you on social media
- Ask them to tell you about themselves by getting their name, preferred contact method and birth date

Your emails open the door to more revenue, but a customer's action is what takes you over the threshold to generating it. The top priority of your email marketing should be creating compelling messages that empower and make it easy for customers to complete a purchase.

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What's the best way to get shoppers to act? Make it easy. Landing pages and calls-to-action (which encourage your readers to do something based on the info you provide) guide customers toward completing an action, like leaving a review and “liking” or “following” your business. These are great ways to build momentum.

Even better, enable them to buy. Populate your site and web channels with immediate purchasing processes that allow customers to complete their transaction at the push of a button without having to create a user name or link to another page.

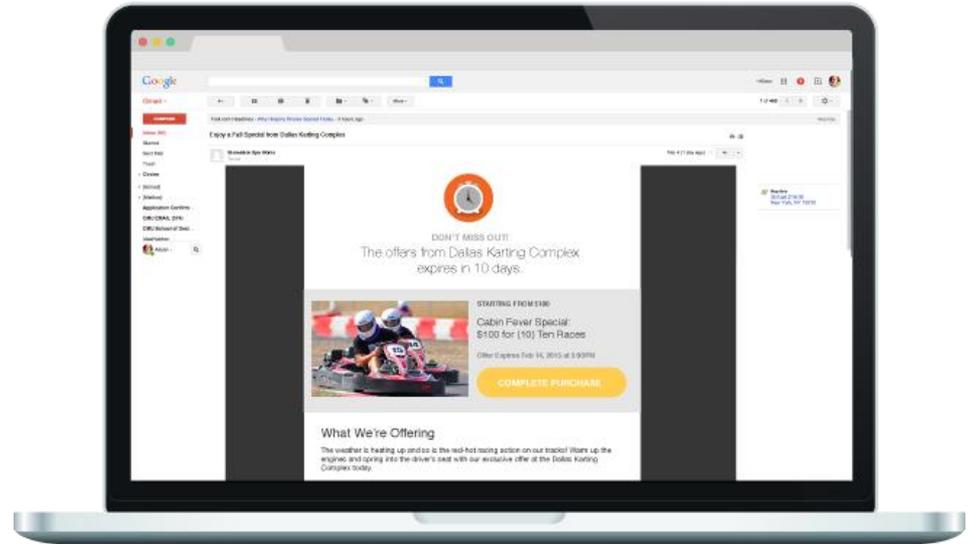
**67.89% OF ONLINE BUYERS
ABANDON SHOPPING CARTS.¹¹**



¹¹ 22 Insane Shopping Cart Abandonment Statistics – Mary Weinstein at CPC Strategy

I'M CONVINCED – NOW WHAT SHOULD MY AUTOMATED SOLUTION FOCUS ON?

Getting customers to the register doesn't mean the deal is done. Leak-proof your online purchasing process from shopping cart abandonment by having your automated email solution send follow-up messages to shoppers who never complete their transaction. Improve your odds of engagement by sending follow-ups and reminders to anyone who browses your site.



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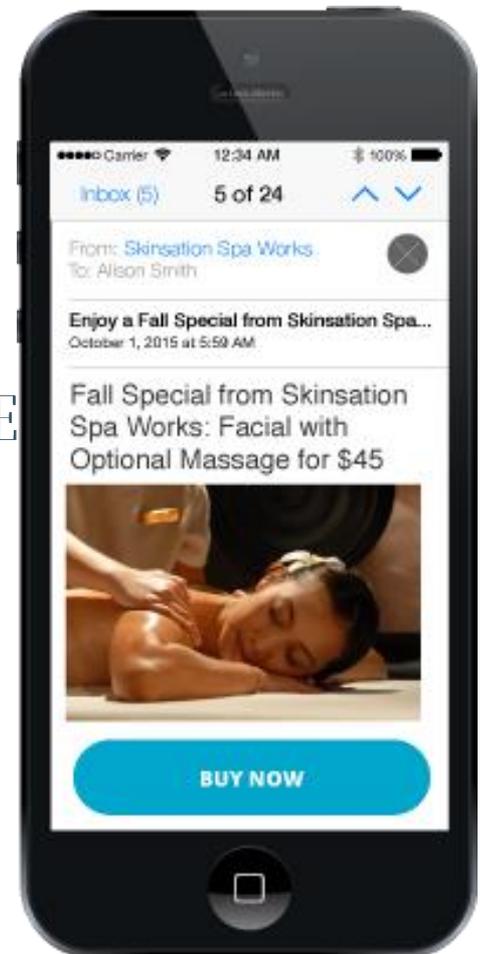


2. MOBILE OPTIMIZATION

48% OF EMAILS ARE OPENED ON MOBILE DEVICES.
BUT, ONLY 11% OF EMAILS ARE OPTIMIZED FOR MOBILE

69% of Mobile Users Delete Emails That Aren't Optimized for Mobile.

Even if you have something great to say, a good portion of your customers won't get the message if it's not mobile-friendly.



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3. LIST SEGMENTATION AND AUDIENCE-TARGETING



USER-FRIENDLY
MESSAGING?
CHECK.



MOBILE OPTIMIZATION?
CHECK.



GETTING THE RIGHT
EMAIL TO THE RIGHT
PERSON?
HOLD THAT THOUGHT.

Not every customer is the same and your messaging shouldn't be either. Maintain an organized, up-to-date database of customers and keep track of their individual online behaviors so you can quickly create lists according to their behaviors. This is called list segmenting. Unlike mass email blasts that may not be relevant to half your contacts, list segments enable you to send personalized messages that customers will be apt to respond to.

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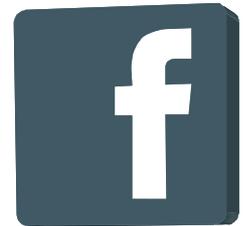
AS YOU SEGMENT YOUR LIST OF CONTACTS, REMEMBER THAT WHILE EMAILS SHOULD BE CORE WEAPONS IN YOUR MARKETING ARSENAL, THEIR IMPACT IS MAXIMIZED WHEN COMPLIMENTED WITH OTHER ONLINE CHANNELS.

SOCIAL MEDIA:

Use email marketing to be “social” with customers. Link messages to your Facebook, Twitter, Instagram and Pinterest accounts to spread your brand throughout the web.

The right automated email platform even lets you share your message on social media sites or enables your customers to “like” or “follow” your business right from the email.

Just as you’re using Facebook to get “social” with your customers, they’re using it to get “social” with your business. The more time they spend interacting with your business is more time they’re not interacting with a competitor. When they “like” or “follow” your business, you have the right to share info with them on other web channels.

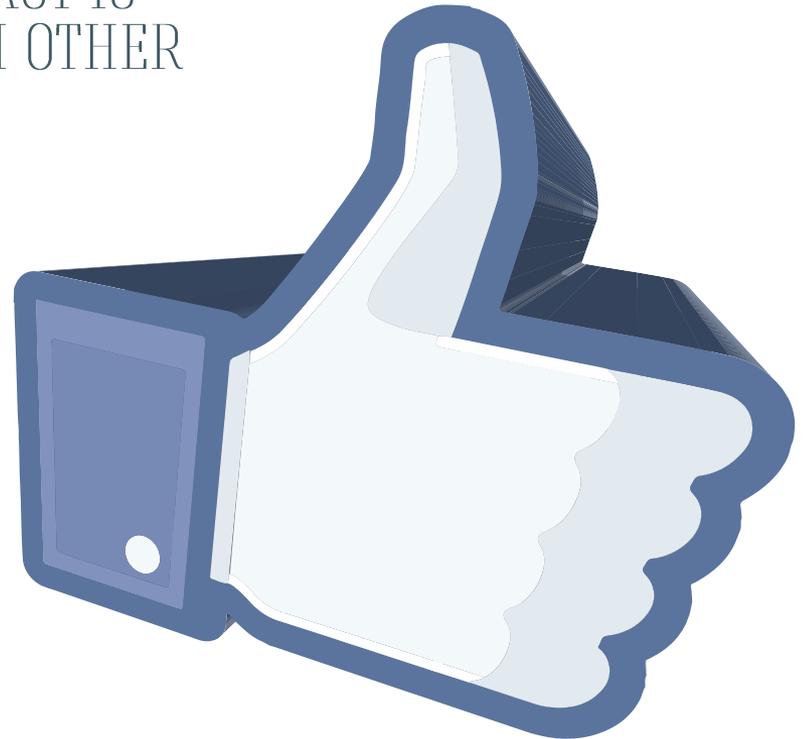


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ONLINE REPUTATION:

Your online rep carries even farther when your customers feel valued. What says value better than personalized offers and discounts? Emails offering recent buyers gift cards and discounts for “likes” or “follows” on Facebook create a positive experience with your brand that can lead you to generate more of something else: revenue.



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4. LIST GROWTH

While segmenting and targeting existing customers plays a key role in email marketing revenue generation, growing your list is just as important. That might seem like a tall task, but it's easier if you're already "social" with your customers.



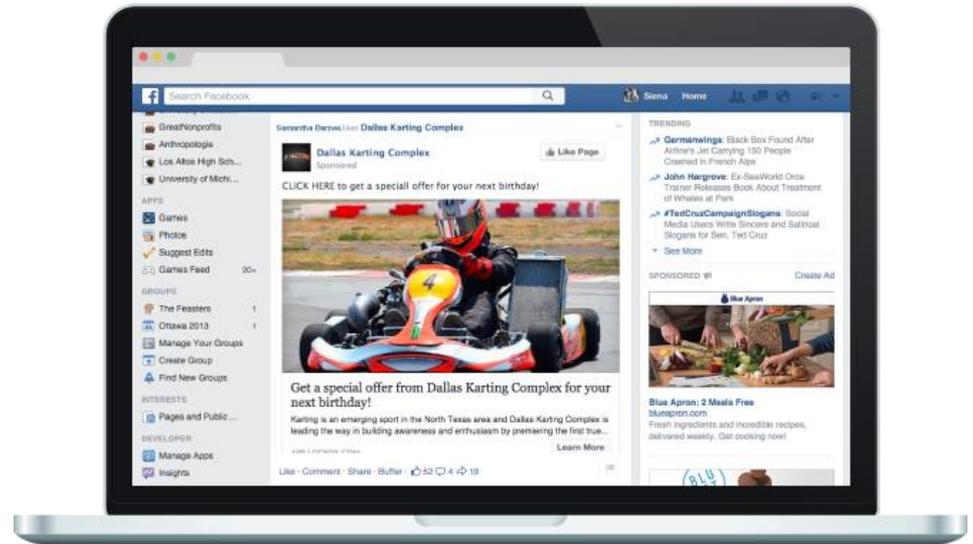
EVERY MONTH, 1.35 BILLION PEOPLE USE FACEBOOK AT LEAST 40 MINUTES PER DAY.



GOOGLE PROCESSES OVER 3.5 BILLION SEARCHES EACH DAY.

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The right social circles give you a focused area to hunt for new contacts. Be prepared and offer discounts and specials in exchange for email addresses. You can even run Facebook ads targeting local customers specifically, giving your business a “can’t-miss” shot at marketing to them again and again.



THE FIRST STEP TOWARDS EMAIL MARKETING SUCCESS: FINDING THE RIGHT TOOL

Efficient and versatile, email marketing is a cost-effective way to make your existing marketing arsenal even more dangerous. With just one service, your business can build engagement, revenue and reputation. Getting started is easy if you find the right tool to point you in the direction of your marketing goals.



At LocBox, you don't just get an email marketing tool – you get an all-in-one online marketing platform designed to generate revenue and keep customers coming back to your business. Thousands of local businesses have armed themselves with our marketing tools to create a high-powered marketing performance. Is your business next?

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