

Email Marketing

Advantages of E-Mail Marketing Used correctly, e-mail can be a powerful marketing tool for increasing brand recognition, increasing sales, driving traffic to your Web site, and building and maintaining customer relationships. Some of the advantages of e-mail over more traditional marketing methods include:

- **Inexpensive:** You may need to spend some money on designing your text- and HTML-based e-mail pieces, but you can eliminate paper, printing, manufacturing, and shipping costs.
- **Fast:** An e-mail piece can be created very quickly, and many of your customers will receive it within 30 seconds of it being sent. Likewise, response time is very fast: 80% of customers who respond to an e-mail piece do so within 48 hours of receiving it.
- **Personalized Message to a Targeted Audience:** E-mail enables you to send targeted messages to specific segments of your customer base. Research shows that personalizing an e-mail greatly increases the chance that your customer will read it; it also increases the chance they will follow your call to action.
- **Verifiable Results:** Like no other marketing vehicle, e-mail enables you to immediately measure many types and degrees of customer reaction to your campaign. You can measure how many customers open your e-mail, how many click on a link in it, and how many ultimately purchase a product or take any other action suggested in the message. By using our Email Marketing program you can generate the high ROI you have been looking for. We currently serve The Middle East over 500,000 Email address, Lebanon over 130,000 Email address, Europe, and US Contact Us for more details. Lebvision also provide "Email marketing softwares" for company wishing to conduct their own Marketing campaign.