

What Is Email Marketing

And Why Should You Care?

Email Marketing

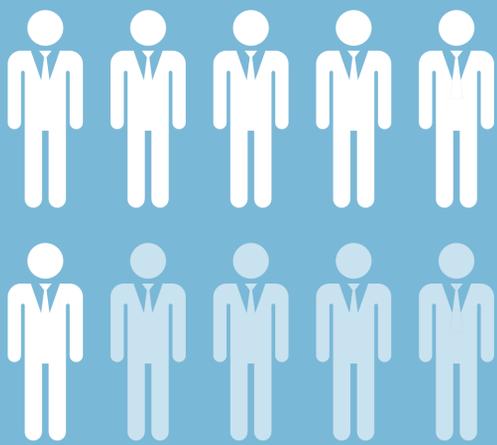
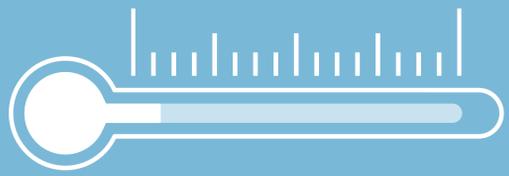
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Email marketing remains a powerful marketing and sales tool for organizations that know how to leverage it to its full capacity. Marketers who focus on deliverability and tailored messaging to build trust and provide winning solutions are better equipped to develop more impactful campaigns.

Email marketing generates an ROI of

3,800%



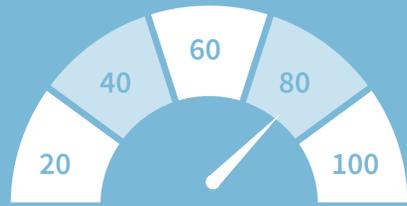
59%

OF B2B MARKETERS

say email is their most effective channel for generating revenue.

93% of B2B marketers use email marketing as a main channel to distribute content.

40% of B2B marketers believe email newsletters are critical to content marketing success.



81% of small- to mid-sized businesses use email as their main demand generation channel

Deliverability Best Practices Ensure Inboxing and Engagement



of all emails are sent to spam folders or blocked entirely



of all emails annually are considered spam

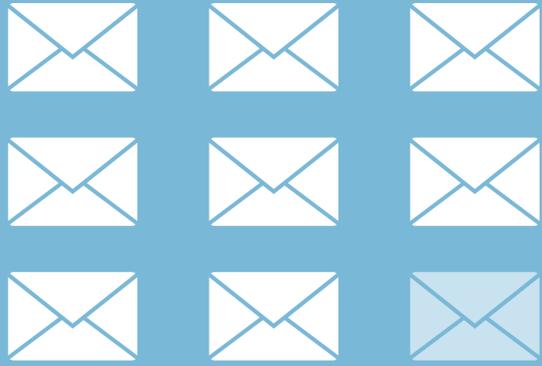


of opt-in emails never make it to the inbox

87%

OF MARKETERS

leverage email marketing to support lead nurturing efforts



Download our full [What Is Email Marketing eBook](#) to learn the fundamentals of email marketing!