

Why take your email marketing the inbound way?

 By [Kevin George](#)

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While email marketing is a classic outbound marketing strategy, it plays a major role in inbound marketing as well. Even with the widespread advancement in online marketing through social media, email marketing is still considered as a powerful marketing tool.



© [Role of email in inbound marketing infographic](#).

Inbound email marketing seeks to build and nurture a relationship with new, existing as well as inactive customers. It's a way to entice your buyers so that they come to you and it's not the other way round. It aims at bringing together of like-minded potential buyers and offering valuable content to them. In short, good inbound marketing revolves around educating, informing, engaging, and providing true value to the readers.

But inbound marketing consists of blogging, social media, whitepapers, SEO etc. How does email marketing come into play here?

Let's check out the connection:

Giving subscribers what they are looking for

The first step for any company looking to start with email marketing is capturing the actual email addresses not just the random ones from bought lists, but of targeted audience. Buying lists isn't an option and therefore you have to expand your list organically, by providing valuable content through blogs and whitepapers through a sign-up on your website.

Website content that provides value, can work wonders for acquiring email addresses. You can entice visitors to subscribe by offering them new, premium pieces of content. Your readers will certainly appreciate the extra value and benefits they get from the free tools and resources which will help your email database grown.

Customer acquisition

When we have powerful tools like social media which can establish your brand faster than anything could email marketing seems a bit old school. However, although social media is the easiest way to reach your target audience you need a little more than that for converting them into your customers- you need to build a relation of trust with them. That is where email

marketing enters.

Lead nurturing

Email marketing is the most personalized way of interacting with your leads and building a long term relationship with them. It is important to nurture your leads so that they will stick with your brand all the time and email marketing is the most effective methods to nurture them. Email marketing can not only connect and engage your leads with your business but also convert them into customers who become brand advocates for you.

Effective and inexpensive

Email marketing is the most effective and inexpensive tactic for your inbound marketing strategy. It gives better results in a limited budget. Small agencies and freelancers can also gain a lot from email marketing done the inbound way.

Want to know more about how email marketing is an integral part of inbound marketing? Check out the [Role of email in inbound marketing](#) infographic. And for a more comprehensive idea about the steps you need to take and best practices to follow as you go inbound, you can sift through the eBook that is downloadable with the infographic.

ABOUT KEVIN GEORGE

Kevin, the head of marketing at EmailMonks - one of the fastest growing email design and coding companies, specialises in crafting beautiful email templates, PSD to HTML email conversion and free master email templates. He loves gadgets, bikes, jazz, and breathes 'email marketing'. He is a brand magician who loves to engage and share insights with fellow marketers. Feel free to connect with him on Twitter and LinkedIn.
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