

# Intergrating Email and Social Media Marketing



WHAT ARE THE BENEFITS OF EMAIL MARKETING?



WHAT ARE THE BENEFITS OF SOCIAL MEDIA MARKETING?

HIGHLY TARGETED AND PERSONALIZED



GREAT AT DRIVING TRAFFIC TO WEBSITE



GOOD AT CONVERTING EMAIL CONTACTS INTO CUSTOMERS



HELPS TO RAISE BRAND AWARENESS AND RECOGNITION



GREAT FOR BUILDING STRONG CUSTOMER RELATIONSHIP



GOOD WAY TO BUILD AN ENGAGED COMMUNITY



AIDS CUSTOMER RETENTION



HELPS TO BUILD BRAND LOYALTY

