

# Build Brand Awareness

## with Email Marketing

### 32% more revenue

is attributed to welcome emails than any other promotional email type.



### Consumers spend almost 140% more

when purchasing through email than do those who don't receive offers via email.



### Up to 80% of retailers

report that email marketing is their strongest driver of customer retention, performing twice as well as social media marketing.



Additionally, the vast majority of consumers prefer to receive permission-based promotional material via email in preference to SMS, social media, direct mail, or voice call.



Include your brand or company name in the Sender field – and be consistent with this. Using a trusted From name persuades higher open rates from consumers.



Create a persona – are you an individual or a company? Personalising the sender as a specific person from the brand or company can be very effective for creating trust and transparency.



Keep consistent with your brand identity, from your subject line and throughout your content.



Never send unsolicited emails – only include recipients who have opted in by providing you with their email address.



Use professional email marketing software. By doing so, you will work in collaboration with an expert company that knows exactly how to get your message across for the best results.



### QuickTips

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