

FORECAST DIGITALHUB SPOT



EMAIL MARKETING

With digital marketing set to take over traditional marketing, now might be the best time for you to hire professional digital marketing services from a digital marketing agency. In today's competitive business environment, you must do everything you can to stand out amongst the rest of the competitors. You have to incorporate innovation in your business that helps put your business on the map. And using digital marketing can be an effective way of gaining a substantial return on investment (ROI) for your business. That, however, is easier said than done.

There are many digital marketing services that you can implement into your business. Search engine optimization (SEO), web design, web development, and pay-per-click (PPC) - to name a few. It can be overwhelming to choose from where to begin. Not everyone has the time and energy to run such a large-scale operation by themselves. Fortunately, that's where Forecast Digital Hub-spot comes in. Forecast Digital Hub-spot has a team of experienced individuals. They work tirelessly for clients and have a lot of knowledge related to their respective fields. Making us the best choice for your business.

The use of email within your marketing efforts to promote a business's products and services, as well as incentivize customer loyalty. Email marketing is a form of marketing that can make the customers on your email list aware of new products, discounts, and other services. It can also be a softer sell to educate your audience on the value of your brand or keep them engaged between purchases. It can also be anything in between. Forecast can help you design, build, and optimize your email marketing to get the best ROI in your marketing program.

HOW DOES EMAIL MARKETING AFFECT YOUR BUSINESS?

Every company wants you to buy when really all you want is to know a bit more about the people behind the products. This is where your startup's newsletter breaks down the door and brings the party back to your reader's inboxes. Initially, readership may be small and difficult to grow, leaving you to wonder why you're spending energy on newsletters at all... Trust us when we say that once you've got a newsletter going, the opportunities are endless.

- **BUILDING RELATIONSHIPS WITH READERS**

Although businesses and organizations must constantly acquire new customers to thrive, making it important to remember that cultivating loyalty among your existing customers is also key to a company's success. It's already a good sign that your consumers have signed up to hear from you, so now is your chance to allow them to really get to know you.

More than anything, consumers want to know that they're valued and heard, so letting them behind the curtain in the format of a newsletter is a great way to do this. Maintaining this relationship with a consistent release of newsletters, will see your growth expand.

- **INCREASE YOUR VISIBILITY FOR YOUR PRODUCTS AND SERVICES**

A newsletter is more personal and centered around you and your team for the most part, but that doesn't mean you can't shine a light on all the wonderful things you have to offer. A loyal readership, who are excited to read your email each time, will share it with their family, friends, and followers, which will only increase traffic to your social media and websites.

- **REINFORCING YOUR BRAND'S STORY AND REPUTATION**

Brand reputation is the public's perception of a brand. Because the internet heavily influences public perception, online reputation largely drives brand perception. It's one of the best ways to cement your branding the way you want it as you're in control of all aspects.

Consumers like to buy from brands they feel they have a personal connection with, so reinforcing your story by telling how you want it through a newsletter is a solid foundation to start on.

WHY CHOOSE US

The key to running a successful business is enticing customers and clients to do business with you. So whether you're scrambling to lure customers back during a global pandemic or expanding your markets during "normal" business times, the question is, Can you stand the competition? As a digital marketing agency, we strive to understand our client's business goals first. Then all decisions are made with those goals in mind. Stated below are few reasons our past clients still reach out to us till date.

- ✓ **SAVE TIME**

Email marketing requires time and effort. If you are busy and have other aspects of your business to focus on, why not hire a professional team to do it all for you? That way, you can focus on more pressing matters related to your company.

✓ **BUILD YOUR BRAND**

Our marketing team leverage email marketing to increase brand awareness by ensuring you remain at the forefront of your subscribers' minds by professionally designed emails, sent in a well-thought-out email follow-up series.

✓ **GET BETTER, QUICKER RESULTS**

Receive a custom strategy built to your short- and long-term goals, plus reports that cover your key performance indicators (KPIs). At the same time helping you get more sales and quicker results. Avoid the learning curve and start seeing results right away.

Digital Hub-spot

✓ **RETAIN EXISTING CUSTOMERS**

It costs a lot more to acquire new customers than to get an existing customer to keep buying from you. Email marketing isn't just for potential customers. It's for customers who already purchased from you as well. Now having access to these data, we make retaining past customers possible and building customer relationship as well.

✓ RECOVER ABANDONED CARTS

Did you know that more than 75% of online shopping carts are abandoned without the customer completing the purchase? In some industries, it reaches more than 95%.

There are many reasons people abandon carts. Sometimes, wishful thinking is involved. However, many times, the customer simply got distracted by something else, did not have the time to complete their purchase, could not find their credit card, or their internet was slow.

You can recover a large percentage of those purchases by simply reminding customers that their cart is waiting for them. We can help you capture email addresses early on so you can send automatic abandoned cart reminders.



This is a practical approach that requires minimal investments in tools and services, while at the same time it delivers consistently high results if implemented correctly. When preparing newsletters and direct email campaigns, the marketers benefit from using creative design and tracking in-depth the sending out, interaction, and overall effects of the emails. Email marketing as a common outreach strategy is one of the earliest and most commonly used forms of product and service presentations. It takes advantage of the email medium to drive in interactions and direct the intended groups of recipients to the designated landing page or field. In this era of multiple marketing inlets, this practice continues to hold an important position.