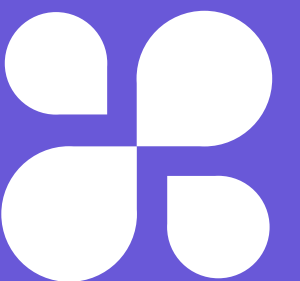


# The Highs and Lows of Email Marketing

*By Annabelle Anderson*



# Agenda!

- What is Email Marketing
- Pros of Email Marketing
- Cons of Mass Sending



# What is email marketing?

Email marketing is a way to creatively send newsletters and emails to promote goods and services.

According to the 2017 Email Marketing Benchmarks, Budgets, and Trends report, email marketing has an average ROI of \$38.

# Pros of Email Marketing

- Affordable Option
- Reaches Millions of People Quickly
- Easy to Track and Measure



# Cons of Email Marketing

- Your Emails Could Get Marked as Spam
- Your Creativity May Be Limited
- Laws for International Customers



# Sources

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