

VIKING

EMAIL MARKETING



REPORT

Copyright © All rights reserved.

ABOUT YOUR RIGHTS: This eBook is intended for your personal use only. It does not include any other rights.

IMPORTANT LEGAL DISCLAIMER: This book is protected by international copyright law and may not be copied, reproduced, given away, or used to create derivative works without the publisher's expressed permission. The publisher retains full copyrights to this book.

The author has made every reasonable effort to be as accurate and complete as possible in the creation of this book and to ensure that the information provided is free from errors; however, the author/publisher/ reseller assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein and does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

Any perceived slights of specific persons, peoples, or organizations are unintentional.

The purpose of this book is to educate and there are no guarantees of income, sales or results implied. The publisher/author/reseller/distributor can therefore not be held accountable for any poor results you may attain when implementing the techniques or when following any guidelines set out for you in this book.

Any product, website, and company names mentioned in this report are the trademarks or copyright properties of their respective owners. The author/publisher/reseller/distributor are not associated or affiliated with them in any way. Nor does the referred product, website, and company names sponsor, endorse, or approve this product.

AFFILIATE/COMPENSATION DISCLAIMER: Unless otherwise expressly stated, you should assume that the links contained in this book may be affiliate links and either the author/publisher/reseller/distributor will earn commission if you click on them and buy the product/service mentioned in this book. However, the author/publisher/reseller/distributor disclaim any liability that may result from your involvement with any such websites/products. You should thoroughly research before buying mentioned products or services.

This constitutes the entire license agreement. Any disputes or terms not discussed in this agreement are at the sole discretion of the publisher.

Why Your Business NEEDS Email Marketing

What is Email Marketing?

Email marketing, at its core, is pretty straight forward. It's the use of email messages sent to a list of subscribers to advertise or promote brands, products, offers, events, or pretty much anything you want. Now that "core" definition of email marketing may be simple, but email marketing has come a long way in recent years and there's actually quite a bit more to it than that, today.

Why You Need Email Marketing

The need for email marketing is one of those things you just can't argue with because the numbers are just too clear and astounding to ignore.

The average return on investment (ROI) for email marketing these days is \$38 for every \$1 spent. 87% of online marketers are using video content.

80% of business professionals report growth in customer acquisition and retention resulting from email marketing.

Not even social media comes close. Leads are twice as likely to opt-in to your email list than they are to engage with your business on Facebook. And if you thought social media and search engines were the key to growing your business, think again. Email conversion rates are higher than both search and social combined!

Want to Learn More?

To learn how to leverage Email Marketing in Your Business,
[Grab our full Viking Email Marketing Guide](#) and start
implementing our blueprint today!