



EMAIL MARKETING – ROLE IN IMPROVING CUSTOMER RETENTION RATES

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ABSTRACT

This research paper tried to examine the effectiveness of email marketing on customer retention. The email is utilized to endorse the businesses it assists to create the association with the potential clients, keep the existing customers informed and please them by updating about the brands, offers, discounts etc., and motivate them for the client loyalty. Email marketing is an approach of utilizing email to get and to reach the target audiences.

Email marketing is considered as an important tool for making leads to the firm where they utilize email as one of the important tool for endorsing their products and services. The business firms are utilizing email marketing as a customer retention tool. Email marketing will assist to reach an immense audience, generate brand awareness, customer engagement, and sell their products and services. Email marketing allows numerous clients to share valuable promotional space at less expensive. For all companies, they require to pay attention to their email marketing campaigns because email can be bounced by the readers. This research did a systematic review of advantages and importance of email marketing in the business world. The study suggests focusing more on high quality generic contents and the design of the email message. In addition, consistent with the viewpoint of studies in the field, the study confirms that customer engagement is an important predictor of consumer purchase, causing the conclusions that firm must spend in client engagement marketing initiatives to finally attain better performance.

KEYWORDS: *Email marketing, customer retention*

INTRODUCTION

Email is the oldest form of digital communications. Although, it is also one of the most effectual digital marketing strategies out there it is ranked as the most effective marketing channel beating out social networking sites SEO and affiliate marketing in the year 2022 the number of email users was around 44 billion in the globe it will grow to 47 billion in 2025 framing above 50 of the expected world population email marketing is an important strategy utilized to boost customer engagement and deepen the relation with clients of products and services emails are utilized by marketers for their client acquisition traditionally email marketing provides a high degree of personalization which is important for customer engagement generating win back email campaigns is the best ways to make reengage leads with the email improve deliverability and raise communications personalization of emails is an effectual strategy of email marketing with a boost in ecommerce email marketing is the most favored type of communicating with the clients and marketing the goods in the right approach email marketing has many evaluation indicators for customers who will select the brand to purchase it may be done by individually sending email message doing time in email submission illustrating choosing sentences that will be utilized to endorse and utilize the logo in email marketing to magnetize customers this approach is taken to encourage goods to be sold.

OBJECTIVES OF THE STUDY

- To examine the effectiveness of email marketing as a customer retention tool
- The important strategies for customer retention to utilize emails
- To gather insights on the customer perception towards email marketing

LITERATURE REVIEW

Amanda (2018) a survey reveals that 44% of firms declare they target more on acquisitions than retention, and only 18 percent of respondents said they focusing more on retaining their clients. When it comes to customer's retention, the very effectual digital marketing method is email marketing. This effective marketing instrument is here to continue and is the keystone of all effective retention marketing strategies.

Anand Jain (2020) points out that the popularity of digital marketing in India is increasing gradually. Customers are making connection via various digital media and posting comments, proposals which other clients can use. Email is considered as a most effective digital channel and one of the best ways to strengthen the connection with consumers - and now, when client acquisitions are slowing down, those relationships is more valuable than ever.

Khedkar and Khedkar (2021) points out that email marketing establishes one to one communications among the businesses and its potential or present consumers. It becomes very important as there are more than four billion email users. It can be promotional campaign for new products or informational emails which provide update on the brand. It assists business with communication, better brand awareness and bigger brand loyalty. Ease of use of emails and affordability are the two important factors for utilization of email marketing. It is a most profitable marketing channel and contribute importantly to the ROIs.

Namira and Harimukti (2016) tried to attempt to tap the mindset of Indian marketing experts and review the email marketing has as customer retention tool. This study identified that the important variables of email marketing. The outcome of the findings can assist firms to improve their email marketing so as to battle effectively.

According to Jeshurun (2018), illustrates that e-mail marketing stays quite possibly the best approaches to advertise on the Internet. In any case, as the utilization of this method is expanding, it is producing to be progressively hard to dispatch a fruitful email campaign. Email is so adaptable and moderately simple to put together, as long as the databases are in good shape. They taken the sample of 200 respondents and used the percentage technique. The finding of the study reveals that it is the fastest media to create new business avenue and push the sales volume.

Email marketing strategy

The effective email techniques now in place enable clients to define goals and serve as an easy-to-follow road map for email marketing campaigns. By ensuring synchrony when conducting email campaigns, it makes it simple for the other business stakeholders to understand what they must do in a timely manner. With effective email marketing methods, a business may schedule when to send time-based promotions or email promotions.

It is a machine that is driven by money and is one of the most effective marketing channels in terms of ROI. For every dollar spent on email marketing, the Return is \$38. As a result, it converts 40 times more users than social networking sites.



For instance, the Amazon corporation added three new audience forms to the Amazon Customer Engagement tool to help distributors increase the reach of their email marketing campaigns without spending any money. Sellers may now send free emails to their loyal customers, such as repeat customers, fresh clients, and high spend customers, in addition to brand followers for the first time.



When a customer does a purchase on Amazon, they will receive a prompt thank-you letter that is perfectly branded to match the website. They will see listings of the identical things that the clients recently bought in the email's body. SaaS companies might easily adapt them to boast about several elements. The issue is how to keep the customer interested in the thank you emails. Emails help businesses establish a relationship with their clientele, according to a survey. 89 percent of businesses claim that providing outstanding customer service is crucial for client retention, which may improve experiences for customers and boost brand recognition.

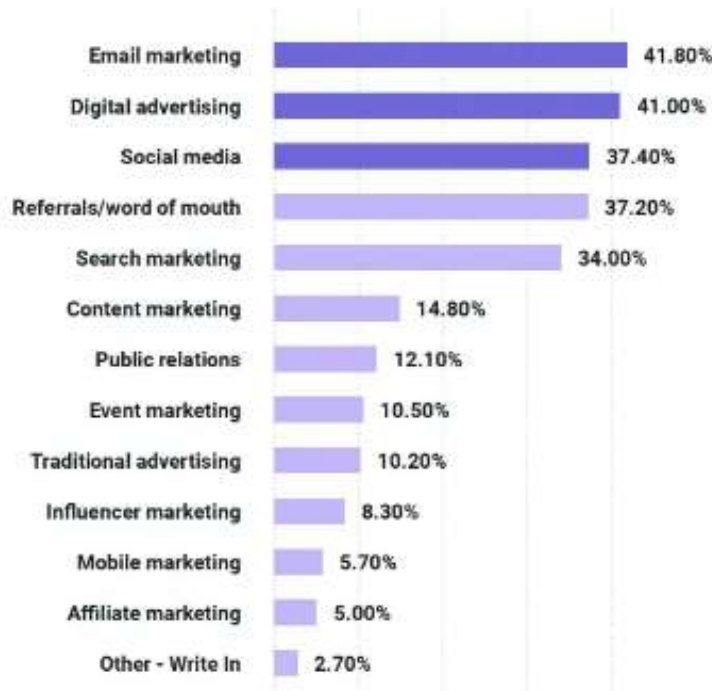
Personalizing and customizing in email marketing

By utilizing the data that consumers have available about them, personalizing is the process of directing email campaigns to specific subscribers. Customization refers to adjusting the email's look and content to the recipient's specific needs or interests.

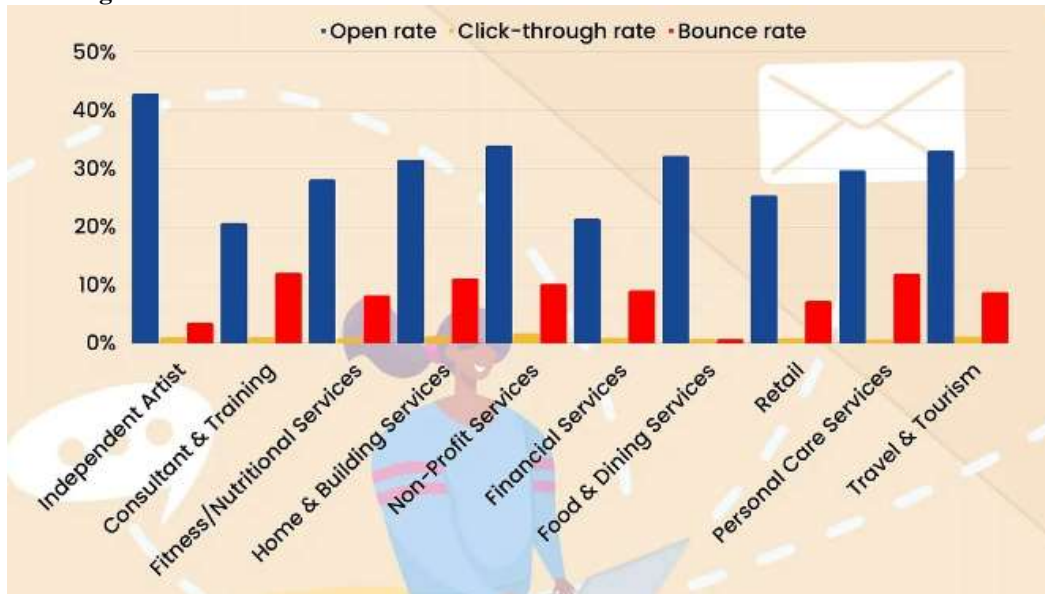
The methods to execute personalization are:

- Include the recipient's name in the email's text or subject line. The communications become more personalised and are therefore more likely to be read.
- Use customer purchase information to recommend related or complimentary products.
- Send targeted campaigns based on the areas, interests, or habits of the clientele.
- Use changeable content to alter email sections containing client-related information.

Email marketing provide best ROI during recession



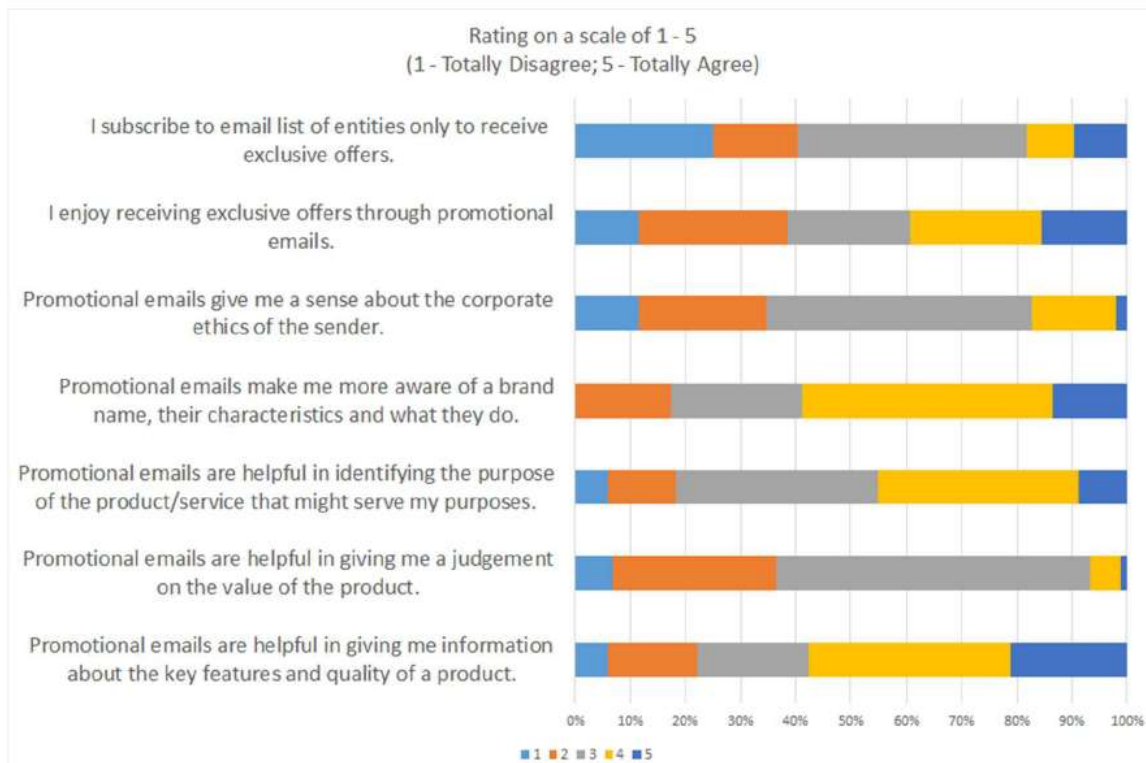
Rating of email marketing of different industries



The key strategies to retain customers utilizing emails

- Informing customers about the goods and what makes them unique will educate them and give value to their experience.
- Commemorate the unusual occasion by wishing the customer a happy birthday or anniversary, or even just to demonstrate that they are thinking of them.
- Create automated email and use tools that learn and adjust to reduce marketing annoyance.
- Gather client input for the products and consumer services that their companies provide using a form or by encouraging reviews.

Customer perception towards email as a marketing tool





CONCLUSION

Email marketing is still the king of client retentions but in order for it to reach consumers effectively a crucial all-star ensemble of communication channels must support it. Client retention can be significantly impacted by strategic targeted email marketing tactics that target clients based on their specific behaviours and demographics. By focusing on their customers through email marketing businesses may inform and enhance the value of their goods and services. The idea is to position him as one of their clients most trusted sources of information so that they turn to him for the most recent business news and guidance this trustworthy position will change their perspective of you from one of a paying customer to one of a devoted one. who recognises the value of your good or service hearing from companies on a regular basis with strong content reminds. Readers of the company's principles especially if they follow their advise and find it useful. Even if email marketing has lower risk and more profitability, this can only be achieved through proper strategy and execution resulting in a higher success rate for firms. Personalization of email marketing is vital for increasing the success of email campaigns.

The most important benefit of using email marketing into customer retention strategy is its low cost. Here listening to customers should be the main lesson learned. Provide better emails that are tailored to the subscriber's specific preferences rather than sending more emails. Also, future works must take into account the benefits of email marketing such as visual appeal enjoyment and effectiveness.

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