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IS EMAIL MARKETING DEAD? NOT EVEN CLOSE

The other day I was scrolling through Netflix when I stumbled upon a new series, *Get Organized with the Home Edit*. It was based on an interior organization business that had launched via Instagram and is now doing well enough for itself that it has its own Netflix show, organizing the closets of celebrity guests like Reese Witherspoon.

How glamorous it all looks; how successful the company must be. It's a perfect example of the narrative we've been taught about social media in recent years: if you can make it on social media, you can make it anywhere.

TV shows aside, there are numbers to back this up. According to a recent report from DataReportal, Facebook dominates the social media landscape, with more than 2.5 billion registered users. YouTube sits right behind it, at 2 billion. TikTok has quickly climbed to 800 million users in roughly three years since its global launch.

Given these staggering figures, it makes sense to aggressively target social media. But does this mean that tried and true email marketing is dead? Far from it.

Spoiler: email marketing is alive and well

Let's go ahead and get this out of the way: email marketing is still alive and well. Scrolling through the promotions tab on a Gmail account on any given

morning is a testament to this. Sure, it's trendy to build an entire business off an Instagram account, and plenty of people are making a great living doing this; but it comes with a different set of risks. While it may be less glamorous, email marketing is still one of the most important tools out there.

Why choose email?

With the ability to reach billions of users on social media platforms and



Google still reigning as king of the internet search realm, what's the point of investing in email marketing? Emails may feel old school, but that is exactly why they work. They are the digital world's version of tucking a handwritten note into product packaging. Email feels personal because it is personal. It's one of the few contact-to-contact forms of marketing still in use.

Specifically, email is effective for the following reasons.

Email lists are yours forever

Every social media platform is a business, just like yours. They are subject to the same risks and the same pitfalls. No matter how big they are or how many people use them, they could go bankrupt tomorrow. While email marketing platforms can fold, the list you generate is yours forever. If you are using a company to manage your email marketing and it closed tomorrow, it wouldn't matter. All those clients would still be yours; you'd simply be emailing

them via a different source. If Instagram shut down tomorrow, you would lose every single follower without ever being able to get them back.

You control how they work

When it comes to email lists, you decide: how often, to whom and when. You can target digital marketing campaigns and ads on other platforms, but you are always at the whim of the owner of that platform: visibility ultimately comes down to its algorithms and rules. With email, you control the design of each email, how often your list receives it and who gets to see what. No other platform offers this same control.

Quality over quantity

If you're looking to blast out information quickly, there's little doubt that you should use social media. But if you're in the business of generating quality leads—meaning the people who are actually looking to buy your products and services—email is much more efficient. Having 100 buyers on a list is often much

more valuable than having 100,000 random viewers who have little incentive to learn more about your product.

Email is universal

The numbers behind social media are truly mind blowing. Having billions of users on a single platform is not something to overlook. But while most people have social media accounts, nearly everyone has an email address. Email remains the universal language of marketing; the one tool that almost everyone on the planet knows how to use and chooses to utilize.

Ultimately, social media is a force and search engine optimization is hugely important; but at the end of the day, email marketing is still the only digital marketing source that is truly yours. This alone makes it one of the strongest marketing tools today.

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