

How email marketing can help tech startups generate more revenue

With each day more and more people are initiating their own start-ups. Most of the times, these start-ups seek to get started with very low and even no investments. With the help of technology, more and more people are making in to the market which is giving rise more and more competition. Having a tech based startup requires the “[idea of the startup](#)” to reach out to people. Owing to the need of time, there is no better way, for the startup’s product and service to stand out other than email marketing. Below are the nine best practices which you need to follow in your email marketing for more revenue:

1. Sell yourself first

Now in a high paced tech-focused industry staying proactive in the market is the real challenge. Many marketing agencies emphasize on the importance of SEO for this purpose. The importance of SEO cannot be denied but the traditional method of [email marketing](#) has its own place for tech-based startups. You need to highlight the market gap that your startup idea is filling. This pitching may highlight the need of the product and service as said by a wise economist “Supply creates its own demand”. Reach out to the people, by the way of emails. It will help your startup’s supply create its own demand. Your emails should introduce the product or service to larger audience including those who are not actively seeking the similar product or service by the way of browsing.

2. Get Personal

Your email should address the client properly. A properly addressed email, among other specified form of marketing, is a vital tool for developing customer relations. It helps making a bond with the customer which enable the organization to retain the customer even for a long time. A well designed email works wonder in this case. Emails are just not efficient to get the customers for the first time but it is also helpful in building a bond with your customer. [Personalized promotional emails](#) may also help the businesses to convert their casual shoppers into their dedicated customers.

3. Test the Market

Email marketing is also a cost effective method to reach out the targeted customers in large number. You must use emails to test the market. Startups generally come with very little budget. This makes it almost impossible to pursue clients just for the sake of presenting your idea to them. There is no need of high-end and specialized software for that nor is there any transportation cost involved. A regular internet connection can help the business to test the market.

4. Make your emails mobile friendly

Your Email has to be mobile friendly which makes it the most effective way of marketing. Almost everyone today roams around with a mobile all the time. This makes the email to reach out to audience irrespective of their location and at any possible time. A [mobile friendly emails](#) reaches its end otherwise it may go unattended.

5. Integrated Marketing

Your emails must be integrated with the other marketing tactics as well. This will help design proper strategy and project the results of your marketing practices.

6. Specify your clients

Emails are easy to customize to match the attention of the targeted audience. Business with good market and clients' study tailor the emails to match the desire of the one addressed. You don't want to waste your time and energy in reaching out to clients who have nothing to do with the product or service you are offering.

7. Make sales through emails

Emails can help induce sales as well. Use your email as a call for an action. A classical approach of email marketing can be sending an advertising email introducing a new product. It is an easiest and quite effective approach to call for an action which may, no always, but lead to sale on least effort on business's and client's end. Emails can also be used to encourage sales.

8. Do not spam

You will, of course not want to lose your potential clients. To avoid people directing your mail to recycling bin be sure not to spam client's inbox with unnecessary emails. The idea of generic email is destined from spam box to recycling bin only. In contrast to it, a proper informative email has a different journey than the one stated before. Making cold sales call, most of the times, frustrates and ignites customer's anger and same goes with [spam email case](#).

9. Ask for Feedback

You can ask for clients' feedback. This will help you refine your product and services and get the client involved by means of giving feedback to you. Your specified would like the service or the product as per his needs so asking for feedback is an effective way to improve and indulge customer at the same time.

Final considerations

The business that advertises well is the business that reaches out to more people hence creates demand for its products and services. You may also startup a tech-based business with a great idea looking for potential ways to market your product or service. Email marketing, in this case, is definitely something worth your consideration.