

# Internet Marketing Update from Safiria

Email Marketing | Newsletter Management | Websites

Congrats to the Kenyan tourism industry for propelling the country's economy to the highest growth rate ever recorded since three (3) decades ago. At **Safiria**, we are proud to be associated with providing a full range of professional Internet Marketing support to the Tourism Industry.

**Dear Reader,**

Today's update focuses on ways in which to keep existing customers as well as newly found ones. Essentially, there are 5 key points to bear in mind:

**1 - It is All About Communication:** Because Email Marketing is easy and affordable, you can create more communications that are valued by your customer and enhance your brand in a way that substantially differentiates your company from the competition. Email Marketing is an affordable way to stretch a tight marketing budget for producing preferred customer promotions, sale notifications, new service announcements, event invitations, greetings and more. Email Marketing is the most effective way to increase sales, drive traffic and develop loyalty.

**2 - Turn one-time Customers into Repeat Business:** Email Marketing enables you to proactively communicate with your existing and prospective customers. With email marketing you can solidify existing relationships, initiate new ones and convert your one-time visitors and buyers into repeat business and long-term customers. No matter which advertising options you use to attract more business, Email Marketing adds more value by allowing you to maximize your return on investment (ROI) of every shilling that you spend to obtain new business and developing profitable customer relationships.

**3 - Educate Your Customers:** Information and education make your customers much more valuable because they are more likely to buy when they can make an informed decision. Why force prospective customers to look elsewhere for the important information they need? Your email communications can gently lead a prospective customer through the sales process and eventually drive him/her to making a purchase. For most businesses, a well-educated customer uses products and services to their greatest advantage. And, guess who will be the first in line to buy when you announce a new service or product?

**4 - Foster Long-lasting Relationships:** Email Marketing is an easy and inexpensive way of establishing early and long lasting relationships with your existing and prospective customers. And the benefits of these relationships are far-reaching. When you inform and educate your customers, they begin to perceive you as capable of addressing their needs. Even better, they look to you as an expert. This develops trust. Using the information you gain from your customers, you will be able to better serve their ongoing needs, hone your unique selling proposition and slowly close the door on your competitors. In the process, you may discover hidden sales opportunities that you may not be addressing.

**5 - Measure and Improve Your Results:** The benefits derived from most types of marketing and advertising are very difficult to measure. With Email Marketing, however, you can easily measure the number of emails sent, emails opened, bounce backs, unsubscribes and click-through rates. You can also tell who opened your email, which links in your email motivated the most clicks and, even more specifically, who clicked on each link. All of this useful information can help you send highly targeted campaigns to the individuals most likely to respond to your offer, thus improving results going forward.

**In Conclusion,** Professional Email Marketing offers an opportunity to reach out to

new and existing customers alike and increases customer retention in ways that were simply not possible just a few short years ago. Professional Email Marketing should be a big part of keeping your customers.

At **Safiria**, we are committed to updating you on the latest trends in email marketing, and as always, giving outstanding professional service. If you have any questions about email marketing, please do not hesitate to contact us.

Sincerely,



Managing Director

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