



Sreenivasa Institute of Technology and Management Studies (SITAMS)
Department of Mechanical Engineering

ONE DAY NATIONAL LEVEL WEBINAR

On

“Why Email ID is Important in Digital World? “Career in Email Marketing”

Introduction: If a business wants to communicate with a customer, the best way to do it is through an email. Nearly 86% of consumers would like to receive promotional emails from companies and they do business in digital world. Emails are the quickest way to announce a sale, share company news, or remarket to previous customers.

Objectives: When if we wants to start an email marketing campaign for your business, there are a few important objectives you’ll want to cover. This webinar generally addresses several key points:

- One of the main objectives of an email marketing campaign is to inform your readers.
- Another objective of email marketing is to attract users to your company.
- Next, your emails should engage users.
- Speaking of guiding, your emails should guide users to visit your website.
- To turn potential customers into loyal, lifetime customers, you first have to nurture them, and email marketing is a great way to do so.
- The end goal of all email campaigns is to convert potential customers and to keep current customers on board with your brand.

Speaker’s Details : Mr. Dinesh Kumar, Digital Marketing Manager,
Candy Technologies Pvt Ltd. Bangalore.

Convenor : Mr. R.Satheesh, Associate Professor, Mechanical Dept., SITAMS.

Coordinator : Mr.D.Raju, Assistant Professor, Mechanical Dept., SITAMS.

Date : 25.06.2020

Mode : Online

Target Audience : Faculties, students and public

Organized by : Department of Mechanical Engineering, SITAMS.

Zoom Meeting Participant ID: 430942 | You are viewing Dinesh Kumar's screen | View Options

Recording | 01:20:36 | Enter Full Screen | Share

Email Marketing - Adobe Acrobat Reader DC

EMAIL MARKETING

What Does E-mail Marketing Do For My Business

CHEAP
FAST
CONVENIENT
PERMANENT

- 1 It help in lead generation
- 2 It helps convert prospects into paying clients
- 3 It help trust with your customers
- 4 It helps in customer retention
- 5 It helps build customer loyalty
- 6 It helps create brand recognition
- 7 It increases sales and revenue

Participants (68)

R.SATHEESH (Me, participant ID: 430942)

DP VILLUPURAM (Host)

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Why Email ID is Important in Digital World?

"Career in Email Marketing"

SITAMS WEBINAR- Department of Mechanical Engineering

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