

WHY EMAIL
MARKETING
REMAINS
RELEVANT IN
2025

TOP
MARKETING
TIPS



Victor Lausas
@lausas

MARKETING
SUPERHEROES
TO GROW YOUR
Business



WHY EMAIL MARKETING REMAINS RELEVANT IN 2025



**Email marketing still delivers!
Here's why it should be
a cornerstone of your
2025 strategy.**

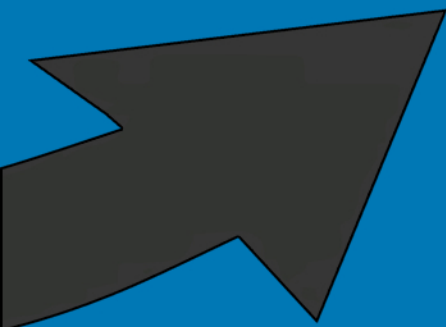


High ROI & Cost-Effectiveness

Email Marketing Delivers Outstanding ROI

In 2025, email marketing provides an average ROI of 40€ for every 1€ spent.

 It's one of the most cost-effective channels, delivering consistent results without breaking the bank.





Case Study – Real Results



Case Study:

A UK-based interior design e-commerce brand boosted revenue by £640,000 in just 30 days thanks to targeted email campaigns. By using segmentation and A/B testing for subject lines and content, 49% of the total store revenue in November 2021 was attributed to email marketing.

This shows how powerful email marketing can be when it's data-driven and personalised! ✨



Direct and Personal Communication

A Direct Line to Your Customers

Email bypasses algorithms and gets directly into your customers' inbox.

✓ Over 75% of consumers prefer emails for brand updates, making it a highly effective, personal communication tool.



Personalisation at Scale

Personalised, Relevant Content at Scale

Email allows you to create messages tailored to your audience's preferences, behaviours, and interests, resulting in higher engagement and conversion rates.



Building Long-Term Customer Relationships






Strengthen Long-Term Customer Relationships

Email marketing remains a key tool for nurturing customer relationships over time, providing regular, valuable touchpoints that keep your brand top of mind.



Proven Nurturing Strategies for 2025

Effective Nurturing Strategies:

-  Automated welcome emails
-  Special offers based on browsing history
-  Re-engagement campaigns for dormant subscribers

Use these to keep customers engaged and loyal!



Case Study – Customer Retention



Case Study:

A UK subscription service saw a 20% boost in retention through loyalty-building email campaigns, proving that email is still king for customer retention in 2025.



Cost-Effective & Trackable



Cost-Effective and Data-Driven

With email, you can track every metric; open rates, click-throughs, conversions - making it easy to optimise campaigns.



Automation makes it scalable and efficient!



Conclusion

– Email is Here to Stay



Email Marketing is Key for 2025

With high ROI, personalisation, and long-term customer engagement, email marketing continues to be a powerful tool in 2025.

Is it part of your strategy?

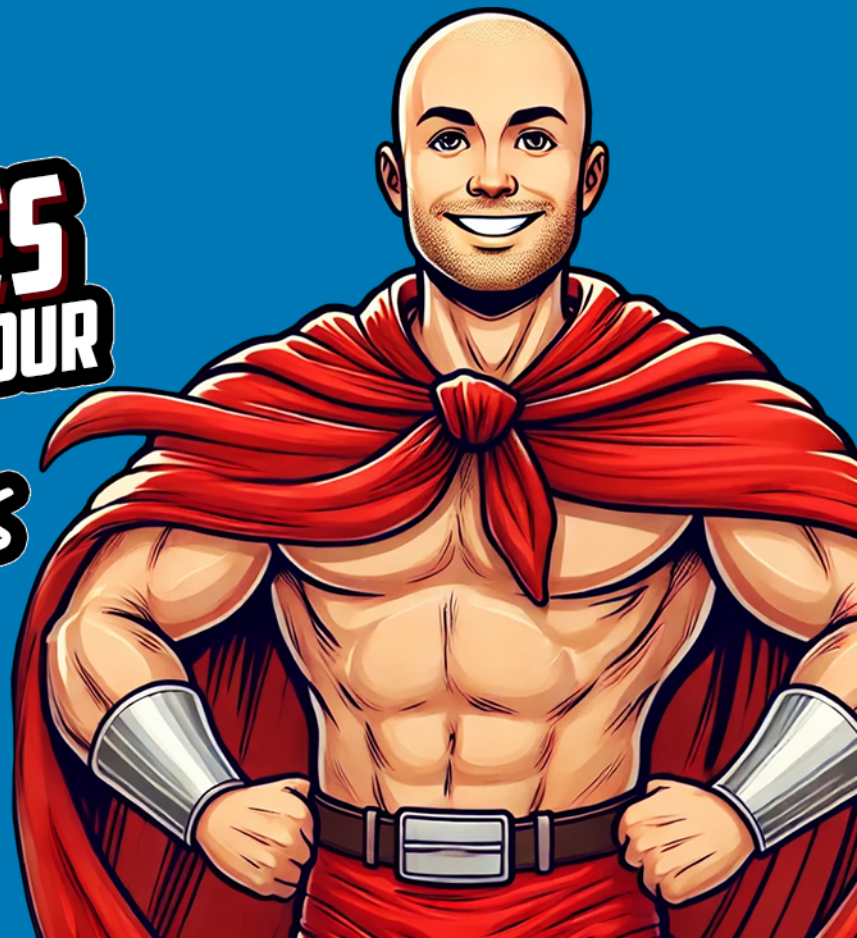


Like, Share & Comment!

If you've found this useful or inspiring, I would surely appreciate a ping.

Feel free to connect or just spread the word, all interaction is welcomed and it lets me know what kind of content you want to receive in future also!

MARKETING
SUPERHEROES
TO **GROW** YOUR
Business



Follow for Free Tips