

# A Study on E-Mail Marketing At Dreams Mine Business Solutions Private Limited

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## ABSTRACT:

Now, internet marketing plays an important role in e-commerce and includes a variety of methods for promoting the company, including e-mail marketing, digital marketing, social networking sites, affiliate marketing, and more. The purpose of the research is to show the importance because email marketing is one of the most efficient ways of communication, systems. Only a small proportion of the paper discusses fundamental email marketing KPIs, like arrival, open, and user click times.

Recommendations for creating and recommendations at the end of the post are some encouraging emails. Another usage of the eye tracking technology is to look at Users of the internet scan mailboxes. The way that companies run their businesses is transformed by commerce.

E-mail marketing is a type of direct marketing which includes sending communications to a target audience about products or charitable causes. Its pros and cons have been thoroughly reviewed in this magazine. The Iranian Advertising Company gives some strategies for improvement email marketing as well.

## I. INTRODUCTION:

Dreams Mine takes pride in having a team of trusted, passionate and creative professionals operating together with a common team spirit and with one objective in mind to meet the needs of our customers.

Dreams Mine is the associate of choice for businesses of all sizes. We help them uplift their value through innovative branding solutions and focus on finding the marketing challenges every single client faces. This enables us to optimize our efforts and focus solely on our clients' objectives.

Services: Brand Design, Digital Marketing and Promotions

In addition to the use of online platforms including the internet, e-mail, and cellular networking, related electronic marketing (e-marketing) also involves digital customer relationship management and digital customer data management.

Sending emails and newsletters to promote a product is known as email marketing. Today's marketers must go beyond that.

People get the majority of what you spend on email marketing. According to recent data, you may anticipate e-mail marketing to be sold for \$43.52 for every dollar invested in it in 2009, according to the Direct Marketing Association. Therefore, compared to other forms of advertising, email marketing offers the best return on investment.

It's quite significant. You may customize communications and provide customers content and promotions that are appropriate for their profiles. Consumers eventually get what they want, giving business owners a clearer idea of how each market group will react. You can also send emails that are more targeted.

Measurability- You can easily determine the amount of emails sent using email marketing, the number of emails.

## II. LITERATURE REVIEW:

- Peppers, Rogers, and Dorf (1999) stated that "one-to-one marketing (also called relationship marketing or customer-relationship management) means being willing and able to change your behavior toward an individual customer based on what the customer tells you and what else you know about that customer"

- It is proven that personalized marketing, also known as one-to-one marketing, can improve customer response (Sahni, Wheeler, &Chintagunta, 2018).
- According to Jamalzadeh, Behravan and Masoudi (2012), online marketing activities enables businesses and marketers to make use of the intensive internet boost when developing new marketing strategies and methodologies.

**Need for the Study:**

- To deliver the consumer needs and market behaviour, E-mail marketing as the primary method

of marketing and make an effort to satisfactorily address the needs of their target markets

**OBJECTIVES:**

- To analyse how email marketing helps to grow clients business.
- To identify how E-mail marketing strategies helps to increase Customer engagement.

**III. METHODOLOY:**

Primary data collection : Through Questionnaire

Sample size: 17 respondents

Secondary Data collection: Records, Books and Journals

**T-test :**

Questions	Mean	Std. Deviation	Std. Error Mean	t-value
Send in blue offer machine learning functionality that allows you to automatically find the best time to send a message for each of the subscribers on your list	17	3.71	1.312	11.649
Mail chimp offer machine learning functionality that allows you to automatically find the best time to send a message for each of the subscribers on your listmp	17	4.41	.795	22.875
Send in blue, you can test your emails and autoresponders in a range of different ways	17	4.18	.883	19.505
Mailchimp you can test your emails and autoresponders in a range of different ways	17	4.18	.728	23.667
Mailchimp offers split testing variants at a time	17	4.35	.702	25.571
Sendinblue offers split testing variants at a time	17	3.94	1.088	14.935
Mailchimp gives access to all of your marketing data in the same place	17	4.41	.795	22.875
Sendin blue gives access to all of your marketing data in the same place	17	4.00	1.061	15.549
Mailchimp provides information on growth, engagement, and revenue from your social ads, emails, and automation	17	4.35	.702	25.571
Sendinblue provides information on growth, engagement, and revenue from your social ads, emails, and automation	17	3.24	1.300	10.258

\* As the values p are following significance

#### Company's Email Marketing Tools : Strategies

- Mailchimp
- Sendinblue
- HubSpot Email Marketing
- Sender
- Omnisend
- SendPulse
- Benchmark Email
- MailerLite

#### Findings of the study:

- Unlimited contacts
- Multiuser access
- Send timeOptimization
- Test mails
- Smart segmentation
- Real time reports

#### IV. CONCLUSION:

- In today's marketing landscape, both Sendinblue and Mailchimp are developing an effective multichannel strategy. E-Mail marketing can be the key to breaking through the noise and connecting with your customers in a way that resonates with them.
- They start receiving a fast response with such a direct marketing technique until the email hits the intended customers. Throughout today's world of cut-throat industry rivalry, corporations and firms make use of some of the most powerful means of brand advertising, and email marketing is one such tool.
- Companies consider email marketing advantageous due to its potential to be extremely adaptable to the constantly evolving business environment today. Another factor adding to the inevitability of email marketing is its relatively accessible and economical nature.
- It can also be quickly integrated into established communication programs of any company that is pursuing foreign promotion. In addition, web marketing will make company advertising more effective, quicker and more real-time when it comes to providing it to the customers.

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