

- Nurture leads
- Upsell products
- Convert repeat customers

An email you design to get recipients to purchase a product for the first time will look different from the one you send to upsell a recent customer.

While both may include a call to action, an email retargeting a returning customer may feature personalized updates, information, or offers based on what they previously bought.

Get to know your audience

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Here's a list of email marketing service providers and their unique benefits to help you choose:

- **Constant Contact:** Provides easy-to-use drag-and-drop email templates.
- **ConvertKit:** Offers landing pages and forms to engage your audience.
- **GetResponse:** Enhances your email marketing platform with autoresponder and sales funnels.
- **Mailchimp:** Offers a free plan with powerful tools for small business owners.
- **Substack:** Features paid newsletter subscriptions.
- **Drip:** Enables small e-commerce businesses.
- **Campaign Monitor:** Provides a straightforward service.

Build your email list

Whether you have 15 or 1,500 contacts on your email list, you can always benefit from a list-building strategy in place to acquire more.

That said, you should regularly clear out inactive subscribers to keep your bounce rate low and ensure the deliverability of your emails through spam filters, so they don't end up in the spam folder.

While there are many ways to grow your email list, one of the popular ways to build your list is by offering a free valuable incentive called a lead magnet. In addition, a signup form goes a long way in building an email list through your website.