

# THE BENEFITS OF DRIP MARKETING

Email drip campaigns have a host of benefits to offer if implemented correctly. A little time and effort in the start go a long way to getting the best results. Here are some key advantages of incorporating a drip strategy in your email marketing.

## Boost Engagement & Loyalty

Drip email campaigns allow you to engage your prospects and customers better and more efficiently. Emails triggered based on user actions have a better chance of getting a response because they're likely to be more relevant.



## Promote Relevant Content

When you're aware of where your contact fits into your sales cycle, you can send content tailored to moving them to the next step. If they're a prospect, provide emails with content that answers common questions. If they're a customer, provide a series of emails that show how other customers are using your product or service.



## Create a lead nurturing marketing funnel.

Nurturing prospects with a drip email campaign allows you to communicate the benefits of your product or service, answer potential questions, and address any objections a prospect may have. It's like having a sales conversation over the course of multiple emails.



## Re-engage with Unengaged Contacts

Automated drip campaigns provide a host of opportunities to reach out to your lead base at any given point of time. With time, some contacts may become inactive and never look at your emails. You may want to create a campaign specific to reengaging these contacts.