

Email Marketing

The use of email within your marketing efforts to promote a business's products and services, as well as incentivize customer loyalty. Email marketing is a form of marketing that can make the customers on your email list aware of new products, discounts, and other services. It can also be a softer sell to educate your audience on the value of your brand or keep them engaged between purchases. It can also be anything in between. Mailchimp can help you [design](#), build, and optimize your email marketing to get the best ROI in your marketing program.

Mobile Marketing

Mobile marketing is any advertising activity that promotes products and services via mobile devices, such as tablets and smartphones. It makes use of features of modern mobile technology, including location services, to tailor marketing campaigns based on an individual's location.

YouTube marketing YouTube marketing is a strategy that involves a powerful mix of tactics for promoting products/services or brands. This includes the creation and uploading of promotional videos on the company's YouTube channel, working with influencers and using YouTube's advertisements, etc