

ABSTRACT

This research examines the contribution of SalesEra Private Ltd.'s email marketing to expanding its customer base, providing an in-depth analysis of the topic and adding to the existing body of knowledge. This dissertation comprehensively analyzes how Salesera Private Ltd.'s email marketing contributed to its customer expansion. It seeks to add to the existing knowledge base in international business. SalesEra Private Ltd. is a startup that provides services in outsourcing, staffing, digital marketing, business development, IT support, and research reports. They are experts in competitive markets, accelerating expansion, and enhancing brand value.

This research will provide SalesEra Private Ltd. with a solution to increase the effectiveness of email marketing and acquire more customers via email marketing as a marketing channel. Marketing is a social system enabling individuals and organizations to achieve their needs and wants by producing, distributing, and exchanging valuable goods and services. Email marketing is a targeted, personalized communication channel that entails sending marketing communications or information to a group of individuals via email and is one of the most effective means of communicating directly with consumers. Customization, information relevance, deliverability of emails, list quality, targeting, segmentation, customization, engagement, sender reliability, customization, relevance, interaction, and timing have been identified using research as crucial factors for the success of email marketing campaigns.

Key words: Digital Marketing, Email Marketing, and Customer Growth.