

Dilip Mullick Encourages Small Businesses to Take Advantage of E-Marketing

Written by Australian Business

ANN ARBOR, MI, September 18, 2013 /24-7PressRelease/ -- [Dilip Mullick](#) is astounded at how much easier it is to run a small business today than it was several years ago. Having co-founded a successful supply chain business back in 1981, Mullick believes that entrepreneurs of today do not realize how easy they have it. Technology of the 21st century has vastly improved a variety of life's aspects. One underutilized talent of this technology is the ability to market a business. Emails especially are an underrated tool that can turn a small business into a profitable venture.

An [article](#) in Small Business Trends describes how people are overlooking email for its younger brother, social media. While it is true that social networking sites like Facebook, Google+, and Twitter are taking the world by storm, email is still holding dominance across the Web. Dilip Mullick advises small businesses to start looking into email opportunities rather than just social networking. Following the former path holds many benefits that people are underestimating due to social media's more recent influence.

A study was recently held to analyze online marketing techniques. The results showed that email marketing for online retailers had a rough conversion rate of seven percent. Social media had less than a one percent conversation rate. Most people were caught by surprise by these findings, due to the prominence of social networks. While email is clearly the more effective marketing technique, it does not necessarily mean that it is the perfect strategy. The smart entrepreneur knows how to competently cover all of his or her bases when it comes to marketing their business. Yet, email is a potent tool that can become a small business's greatest weapon.

Dilip Mullick recommends that entrepreneurs utilize subscription services. At the end of a website or blog, they should post a tab that allows customers to receive regular emails about the company. These subscription emails can hold information like updates to the company, sales, discounts, newsletters, and much more.

A key to email marketing is to keep the content brief, yet interesting. Small businesses will want to entice customers to come check out their products or services. In order to do this, they will need to catch their attention quickly and avoid fluff. It is almost like the first sentence of a book. Authors want to catch the reader and draw them in. An entrepreneur wants to do the same with a customer.

Dilip Mullick warns, "You want to be careful when it comes to email marketing so that it doesn't become recognized as spam. A lot of customers have set strict regulations that will filter unwanted emails to a junk folder where they will never be seen again. Businesses want to avoid

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this and check that their mailings could not be characterized as spam."

Dilip Mullick advises small business owners to take advantage of email marketing in order to maximize their companies' potential.

ABOUT:

[Dilip Mullick](#) is the President and Co-Founder of the supply chain management company known as EWIE. Founded in 1981, it has since become a prominent company in the industry, specializing in the international distribution of cutting tools, abrasives, and much more. There are customer plants that are managed by EWIE in Mexico, Australia, Canada, the United Kingdom, and across the United States. The company was listed as number 32 on the Big 50 List of the Largest Industrial Distributors. Dilip Mullick is also the CEO of PSMI and President of Source Pro, Inc.