E-mail Marketing

* Mr. R. Vasudevan

ABSTRACT

E-MAIL MARKETING is a form of direct marketing which uses electronic mail as a means of communicating commercial or fundraising messages to an audience. E-Mail marketing is a promotion of products or services via email.

There are many companies which are doing marketing with the help of an email marketing which means that they use to send an email to many people in bulk just to promote the product and services, and if we see critically then we can say that it is very easy for the companies to promote eh products and the services with the help of an email marketing because in this way the companies are going to invest less cost for marketing and promoting anything.

Email marketing has been one of the best sources of internet traffic form the beginnings of e-commerce. But with the advent of SPAM, some strong hatred has grown for email marketing techniques. Great care must be taken when conducting email marketing campaigns. E-mail marketing is popular with companies for several reasonsA mailing list provides the ability to distribute information to a wide range of specific, potential customers at a relatively low cost, an exact return on investment can be tracked, the delivery time for an e-mail message is short, advertiser is able to "push" the message to its audience, and the E-mail messages are easy to track. Many companies use e-mail marketing to communicate with existing customers, but many other companies send unsolicited bulk e-mail, also known as spam. Privacy has also become an issue with email activity. Virtually every email that you send has to go through a number of computers before it reaches the inbox of the intended receiver and along the way there exists a distinct possibility that an individual could hack into your email and read it. Thus it is imperative that you have a bullet proof password.

* Research Scholar, Dravidian University. Mobile No: 9840851793. E-mail Id: vasu_devan_mba@yahoo.com

E-mail Marketing

Definition:

The promotion of products or services via email. E-mail marketing is a form of direct marketing which uses electronic mail as a means of communicating commercial or fundraising messages to an audience. In its broadest sense, every e-mail sent to a potential or current customer could be considered e-mail marketing. The term is usually used to refer to:

- Sending e-mail with the purpose of enhancing the relationship of a merchant with its current or previous customer and to encourage customer loyalty and repeat business,

- Sending e-mail with the purpose of acquiring new customers or convincing current customers to purchase something immediately,

- Adding advertisements to e-mails sent by other companies to their customers, and

- Sending e-mails over the Internet, as e-mail did and does exist outside the Internet (e.g., network e-mail and FIDO).

Email marketing has been one of the best sources of internet traffic form the beginnings of e-commerce. But with the advent of SPAM , some strong hatred has grown for email marketing techniques. Great care must be taken when conducting email marketing campaigns. This involves sending out emails to lots of people, in the hope to raise awareness, gain traffic and promote your site. If your emails are classed as SPAM you'll be in big trouble, more worrying legitimate email marketing campaigns can often be mistaken for SPAM, and your site can end up on a black list it doesn't deserve to be on. So what is the answer? Email marketing cannot be ignored completely, there is far to much traffic and profit potential. You need to conduct your email marketing campaigns with great caution following strict guides.

Step 1. Starting a mailing list

The first step is to start your own mailing list. With your own mailing list you know exactly how the email addresses have been collected and where they have come from. You'll need to install a script to handle the mailing list on your site. The script will allow you to add a form to your pages (asking for their name and email), that captures their name and email and puts them into a database. You can them contact everyone in your list at the click of a button from the scripts administration area. You can get a free mailing list script from CosmicScripts.com. It's capable of running a basic mailing list. If you want more features, and the ability to manage all your mailing lists from one

central program then CosmicPerl.com will do everything you need. Depending on what ordering system you have you'll want to get your mailing list tied in to your order form so that new customers can select to be automatically added to your mailing list. If you have a custom order form or your current system doesn't have this capability then custom script work can be ordered from CosmicPerl.com. Which ever product you choose, follow the program documentation to setup the mailing list script on your site.

Step 2.Sending your newsletter

Sending your newsletter the right way can greatly improve results..this step is only available to full members.

Step3.E-zine advertising

Safer then buying an email list is putting an advert in an E-zine.... This step is only available to full members.

Step 4. Buying lists If you fell you need to buy email lists then you need to be very careful... This step is only available to full members.

Advantages

- A mailing list provides the ability to distribute information to a wide range of specific, potential customers at a relatively low cost.

- Compared to other media investments such as direct mail or printed newsletters, e-mail is less expensive.

- An exact return on investment can be tracked ("track to basket") and has proven to be high when done properly. E-mail marketing is often reported as second only to search marketing as the most effective online marketing tactic.

- An advertiser is able to "push" the message to its audience, as opposed to website-based advertising, which relies on a customer to visit that website.

- E-mail messages are easy to track. An advertiser can track users via autoresponders, web bugs, bounce messages, unsubscribe requests, read receipts, click-throughs etc. these mechanisms can be used to measure open rates, positive or negative responses, and to correlate sales with marketing

- Advertisers can generate repeat business affordably and automatically.

- Advertisers can reach substantial numbers of e- mail subscribers who have opted in (i.e. consented) to receive e-mail communications on subjects of interest to them.

- Over half of interest users check or send e-mail on a typical day.

- Specific types of interaction with messages can trigger (1) other messages to be delivered automatically, or (2) other events such as updating the profile of the recipient to indicate a specific interest category.

- · E-mail marketing is paper- free (i.e.,"green").

Disadvantages of E-mail marketing

Many companies use e-mail marketing to communicate with existing customers, but many other companies send unsolicited bulk e-mail, also known as spam.

Internet system administrators have always considered themselves responsible for dealing with "abuse of the net", but not " abuse on the net". That is, they will act quite vigourously against spam, but will leave issue issues such as libel or trademark infringement to the legal system . most administrators posses a passionate dislike for spam, which they define as any unsolicited e-mail. Droconian measures-such as taking down a corporate website, with or without warning –are entirely normal responses to spamming. Typically, the terms of service in Internet companies contracts permit such actions; therefore, the spammer often has no recourse. Illicit e-mail marketing predates legitimate e-mail marketing. On the early Internet (i.e.arpanent)

It was not permitted to use the medium for commercial purposes. As a result, marketers attempting to establish themselves as legitimate

business in e-mail marketing have had and uphill battle, hampered also by criminal spam operations billing themselves as legitimate ones.

It is frequently difficult for observers to distinguish between legitimate and spam e-mail marketing First, spammers attempt to represent themselves as legitimate operators.

Second, direct-marketing political groups such as the United States Direct Marketing Association (DMA) have pressured legislatures to legalize activates that some Internet operators consider to be spamming, such as the sending of "opt-out" unsolicited commercial e-mail. Third, the sheer volume of spam has led some users to mistake legitimate commercial e-mail for spam. This situation arises when a user receives e-mail from mailing list to which he/she subscribes. Additional confusion arises when both legitimate and spam messages have a similar appearance, as when messages include HTML and graphics.

One effective technique used by established email marketing companies is to require what is known as the "double opt-in" method of requiring a potential recipient to manually confirm their request for information by clicking a unique link and entering a unique code identifier to confirm that the owner of the recipient email address has indeed requested the information. Responsible e-mail marketing and auto responder companies use this double opt-in method to confirm each request before any information is sent out.

A report issued by the e-mail services company Return Path, as of mid-2008 e-mail deliverability is still an issue for legitimate marketers. According to the report, legitimate e-mail servers averaged a delivery rate of 56%; twenty percent of the messages were rejected, and eight percent were filtered.

Due to the volume of spam e-mail on the Internet, spam filter are essential to most users. Some marketers report that legitimate commercial e-mail messages frequently get caught and hidden by filters; however, it is somewhat less common for e-mail users to complain that spam filters block legitimate mail.

Companies considering the use of an e-mail marketing program must make sure that their program does not violate spam laws such as the United States Controlling the Assault of Non-Solicited Pornography and Marketing Act (CAN-SPAM), the European Privacy and Electronic Communications Regulations 2003, or their Internet service provider's acceptable use policy. Even if a company adheres to the applicable laws, it can be blacklisted (e.g., on SPEWS) if Internet e-mail administrators determine that the company is sending spam.

Opt-in E-mail Marketing

Opt-in e-mail advertising, or permission marketing, is a method of advertising via e-mail whaereby the recipient of the advertising has consented to receive it. This method is one of several developed by marketers to eliminate the disadvantage of e-mail marketing.

Opt-in e-mail marketing may evolve into a technology that uses a handshake protocol between the sender and receiver. This system is intended to eventually result in a high degree of satisfaction between consumers and marketers. If opt-in e-mail advertising is used, the material that is e-mailed to consumers will be "anticipated". It is assumed that the consumer wants to receive it, which makes it unlike unsolicited advertisements sent to the consumer. Ideally, opt-in e-mil advertisements will be more personal and relevant to the consumer than untargeted advertisements.

A common example of permission marketing is a newsletter sent to an advertising firm's customers. Such newsletters inform customers of upcoming events or promotions, or new products. In this type of advertising, a company that wants to send a newsletter to their customers may ask them at the point of purchase if they would like to receive the newsletter.

With a foundation of opted-in contact information stored in their database, marketers can send out promotional materials automatically. They can also segment their promotions to specific market segments.

Email means that when the sender is sending the message with the help of an electronic way. In the organizations you can see that every organization

have the internet success, and this leads to the transferring or the messages with the help of an email. In the past people use to write letter when they want to send any message to anyone but now the people are sending the messages with the help of an email, the email is less costly and it is the fact that the people can get the message through an email in just a second without any delay. Now people can get the message through an email in jus a second without any delay. Now people including children, gents, ladies etc, are using email to send any message. Email marketing is very efficient now days.

There are many companies which are doing marketing with the help of an email marketing which means that they use t send an email to many people in bulk just to promote the products and the services with the help of an email marketing because in this way the companies are going to invest less cost for marketing and promoting anything.

In your email account you can see that after every day there is and email in the junk folder where there is and email about the promotion of the product so this means email marketing. Email is the necessity of today, it decreases the distances between the people and the loved ones.

Email marketing software facilitates the people to develop the different email campaigns. It is one of the most famous forms of the direct marketing. With the help of this type or marketing the company can send the message to many customers in just a second. This type of marketing is just like the us marketing. In this type of marketing the cost of labor is no and there is no cost on paper.

Online email marketing is less expensive and reached to large amount of potential customers and give the feedback in just minutes, the other name of this type of marketing is the direct email marketing.

Email marketing list is very important for the companies because without it the companies are mot able to promote the products and service to the potential customers email marketing services an of great importance and here we should salute the technology that facilitates the companies to have these services. Email marketing company should mange the emails properly. These companies should not sell the list of the customers to the common people and this company should not send unsolicited messages. The companies and the organizations should decide prior to implement that which is the best time to launch the email marketing campaign, the season is very important to cater while promoting the particular products and services to the people. There many ways which the organization can go for building the list or the permission based email marketing so it is better to first know about the ways and then should go for building it.