

Email Marketing

WITHOUT SPAMMING

With unsolicited junk email ('spam') accounting for 10% of all internet traffic it's no surprise internet users are getting fed up with it. According to one recent poll, 42% of those who receive spam email said they wished it would stop. The question for email marketers is this: how can you reach your target audience by email without being accused of spamming?

Industry experts at EmailResults.com recently compiled a list of tips to help internet marketers gear their email marketing campaigns for success:



Create your own email lists.

Building a database of qualified leads and existing customers helps to ensure your campaigns hit the right target audience. Email addresses can be collected via your website (for example, by offering a free download or ebook from your site), at trade shows and exhibitions, or by networking. Make sure everyone in your list is aware they will receive email marketing communications from you.

Create sub-lists.

Your customers may fall into distinct categories. Some may be interested in green widgets whilst others prefer red. By arranging your database into sub-lists, you can fine-tune your campaigns to appeal to a particular target audience. You might set up an 'announcements' list to keep your contacts updated with your company news, new product releases, special promotions, or announcements of personnel changes.

Publish a free email newsletter.

Publishing a regular email newsletter is a proven way to keep your company's name in front of your target market. It should offer real value to the reader: industry news items, 'how-to' articles, tips and advice, and commentary about trends in your industry. This type of communication also helps position you and your company as expert in your field, enhancing your reputation.

Advertise on email discussion lists.

A little online research should turn up numerous email newsletters and interactive discussion lists aimed at your target audience, many of which will accept advertising or sponsorships.

The golden rule is never send an email to anyone who hasn't given their express permission to be added to your list.

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