

## Understanding Email Marketing

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Do you understand email marketing? If you do not, you do not have to worry just yet. This is because the concept of email marketing is relatively new and many business owners have not started to take advantage of this wonderful marketing tool yet. However, there are some savvy business owners who are already employing email marketing techniques to create additional business for themselves and to gain an advantage over the competition. While not having a great deal of knowledge about email marketing is not an immediate threat to your business, you should start learning about this concept to ensure it does not become a problem for you later as more and more business owners in your niche begin to take advantage of the concept of email marketing. This article will provide information on email marketing which should be useful to business owners who do not have experience with the subject matter.

Business owners should first understand the options available to them in terms of email marketing. The most common options include sending out mass emails with promotional materials, publishing and distributing e-newsletters and offering correspondence courses via email. The advantage to all of these marketing strategies is the ability to reach a worldwide audience. Unlike traditional methods of marketing such as television and radio ads or print media ads which only reach an audience in a limited area anyone with access to the Internet can benefit from your email marketing techniques. Mass emails are the most popular form of email marketing. This includes emails which are sent to hundreds, thousands or even millions of recipients at once. The problem with this type of marketing is the potential for having your emails viewed as spam. This is likely to occur if you send your emails to recipients who have no interest in your products or services and have not expressed interest in receiving emails from you.

E-newsletters are also becoming increasingly popular as a form of email marketing. E-newsletters can be as simple or as complex as you prefer and may include text, graphics, advertisements, links or any combination of these elements. One of the first decisions you will have to make is whether you wish to make your e-newsletter strictly text or include graphics in the e-newsletter. If you are on a tight budget, it may be worthwhile to only include text to avoid the need to hire a graphic artist. You may be able to incorporate graphics yourself but they won't look nearly as professional as the graphics provided by a professional. Likewise you can certainly write your own copy for your e-newsletter but you will likely create a much better impression if you hire a qualified professional writer to create the content for you instead.

Hiring a professional graphic artist and a professional writer may seem like an extraneous expense but it is actually quite important. Your e-newsletter may be the first impression many potential customers get of you and your work so it is important to make sure everything is of the highest quality.

Correspondence courses offered via email is the final email marketing strategy we will discuss. These courses may be either offered for a fee and turn into a source of income themselves or they

may be made available for free. The theory behind offering these courses for free is they often contain subtle advertising urging visitors to invest in the products and services offered by your business. Whether you charge for your email correspondences courses or offer them for free, care should be taken to ensure the information contained in these courses is completely accurate. This is critical because potential customers who receive these email courses will be judging your business based on the quality and accuracy of these email courses. If they are filled with errors the potential customer may doubt the quality of your work and seek out the products and services offered by others including your direct competitors.