

## When Email Marketing Does Not Work

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Whether you are already involved in an email marketing campaign or are simply considering the possibility of launching an email marketing campaign it is important to note that email marketing does not always work. This means that sometimes despite your best efforts, or sometimes in spite of your best efforts, your email marketing campaign will either not generate the degree of success you anticipated or may not generate any success at all. This failure to generate success may be due to a variety of reasons. Some of these reasons may be a lack of interest on behalf of your target audience, failure to properly execute your email marketing strategy or poor planning in your strategy. This article will take a look at some situations in which email marketing is not effective and will offer some advice for dealing with these situations.

First we will consider why a lack of interest from target audience members can result in a failed email marketing campaign. Before investing time, energy and money into an email marketing campaign, it is worthwhile to hire a consultant to conduct market research. This research should provide valuable feedback such as demographics for the target audience and information on the probability these target audience members will be responsive to email marketing. This last piece of information in particular should help the business owner to determine whether or not to pursue email marketing as an advertising option. If market research indicates the members of your target audience are not likely to purchase the products or services you offer online or even use the Internet to research these products or services; investing in an email marketing campaign is not worthwhile. You may enjoy a small degree of success from this marketing effort but it is not likely to be significant enough to warrant the time and effort required to achieve this small degree of success.

Another aspect of email marketing which can cause your marketing campaign to result in failure is the inability to properly execute your marketing plan. This is important because even the most well formulated marketing strategy can flounder if you are not able to properly execute these steps. For example, you may plan to use e-newsletters as a critical component of your email marketing campaign but if these e-newsletters do not appear to be professionally designed and written, frequently arrive late and do not offer valuable information, readers are not likely to invest in your products or services based on these e-newsletters. In each aspect of your email marketing campaign, you should strive to ensure the information you provide to your email recipients is informative, accurate and interesting. This type of copy is more likely to pique the interest of the readers.

Finally, poor planning can cause an email marketing campaign to falter. For example, if you were to issue a component of your email marketing campaign hoping to generate a huge interest in your products and receive a great deal of interest, you should be prepared to be able to sell your products. Not having enough stock on hand after you undergo a marketing effort can be a critical mistake because potential customers may lose interest if they have to wait for the products. This is just one example of poor planning causing problems but poor planning can cause a host of different problems including potential customers losing interest, the creation of confusion regarding your

products and services and even potential customers being angered by your email marketing.