

## Word Of Mouth Marketing Stemming From Email Marketing

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Created On: 05 Oct 2009 09:15 PM

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Sometimes the benefits of email marketing are quite different than anticipated. Most Internet marketers understand the basic concept of email marketing which is to email promotional materials to a large group of Internet users to promote an interest in your products or services. This concept is easy for many to understand but sometimes there are added benefits to email marketing. This article will discuss the basics of email marketing and will also explain how sometimes email marketing can be much further reaching than planned. This additional reach can be either a positive or a negative depending on the quality of the original emails and the reactions of the original recipients.

Email marketing is a very simple concept which is also extremely cost effective. The general idea behind email marketing is that an email is sent to an email distribution list and these emails are intended to create an interest in the products or services offered by the originator of the email. In theory this concept could not be simpler but email marketing can get significantly more complicated. One of the biggest complicating factors is the potential for the emails used in the marketing campaign to be viewed as spam by either the recipient of the email or the spam filter provided by the Internet service provider. This potential alone creates a major complication because Internet marketers have to make a significant effort to assure their messages are not trapped by a spam filter or immediately deleted by the recipients for appearing to be spam.

Once the email messages get through to the recipient, they have a small window of opportunity to make a positive impression on the recipients and influence him to make a purchase or at least visit the business owner's website. Providing quality content, keeping advertising subtle and at a minimum and providing a clear call to action are all factors which can help to get the message across and entice the potential customer to make a purchase or at least visit the website to research the products and services a little bit more.

As previously stated the goal of an email marketing campaign is to convince the email recipient to either make a purchase or visit the website to obtain more information. When an email recipient performs either one of these actions, it is considered a huge success. However, thanks to the power of the forward button email marketing can actually be much more successful than even the business owner intended.

The great aspect of email marketing is that when the email recipients receive an email which they think is worthwhile they are likely to make a purchase and may also forward the information onto a friend or family member they think might be interested in this information as well. The ability to forward email messages has become comparable satisfied customers using word of mouth to tout the quality of the products or services they received. However, the ability to forward a worthwhile email message is exponentially more effective than using word of mouth to spread the word. With just a few clicks of the mouse, the original email recipient can forward the message to several of his friends at once. This can result in significantly better results than the business owner had originally intended with no additional effort on behalf of the business owners.