



## **Email Marketing**

Offline mail marketing or junk mail, as it is affectionately referred to, is generally hated by customers. Most potential customers simply toss away their junk mail without even opening it. However, there are a high enough number of people who do read and respond to the junk mail to make it a feasible method of offline direct marketing.

[Email marketing](#) is pretty much the same as offline mail marketing, with one very important difference: online, you can only send marketing emails to people who have already requested to receive them from you. Because these people have already chosen to receive your emails, you can be a lot more confident that they will read your offers and buy from you.

Email is the most popular and most used communication tool on the Internet. It is an efficient way to distribute your message to a large number of people who have requested information from you. As a form of [online marketing](#), it generates high response rates and gives you measurable results with instant feedback.

Just remember, it is never acceptable to send commercial email to people who have not requested to receive email from you. Nobody will thank you for stuffing their inboxes with a bunch of unwanted marketing material.

If the purpose of the email campaign is to promote a business or opportunity, make sure and include a website link where interested individuals can click on the link and be redirected to a website or landing page that is relevant to the email campaign. The website or landing page should include a contact form that can be filled out and submitted. Once an interested individual has submitted the contact form, get in touch with this person as soon as possible, preferably within one day. Get into the habit of returning emails at a minimum of once every 24 hours.