Article Side

Simple Method to Market Your Product to Millions Using Internet by Heather Protz

Article published on February 24th 2012 | Email Marketing

Email marketing is a powerful tool for promoting businesses, events, services and products. Sending any email to a targeted group of people be it previous customers, current customers or potential customers can be considered as email marketing. It could be mails about transactions, newsletters, promotional letters etc., and itâ€™s not as violated as spam mails. With your computerconnected to high speed internet like the one offered by Xfinity Internet, you can now showcase your products to millions without spending huge money.

Advantages of email marketing: Email market is the perfect medium for advertisements. Advertisements can be included in newsletters, seasonâ€™s greetings etc. It can also be used for acquiring new customers. Mails about new offers and discounts can be sent to the targeted group to attract them. Email marketing is very cheap than other methods of marketing. Email marketing is an excellent way to enhance the relationship with customers, build their trust and repeat business. This way they can constantly keep in touch with their customers. The main plus point of email marketing is that it doesnâ€™t require a fixed timing. For example, when advertising over TV, telecasting advertisements during the prime hours will only help to profit a maximum amount. But with email marketing, there is no time restraint. Emails can be sent at any time, any day without any particularities. Furthermore, an analysis of the sales and new customers grabbed can be made to keep track of the result.

Different types of Email Marketing: There are three types of Email Marketing namely transaction email, direct emails and email newsletters.

Transactional Emails: These Emails are sent to the customer when a transaction has been requested, confirmed, or processed. They have high rates of promoting a business because; these are the mails that the customers check without fail. Itâ€™s easy to include promotional messages and advertisements in them. This form of Email Marketing is the most widely used one. This is a first-rate way to not only promote the sold product, service or event but also to advertise about other offers discounts etc. There are softwares that provide the transaction email tool.

Direct Emails: This method is to straight away send a mail and call it a promotional email. This has no hidden advertisements and contains promotional offers.

Email Newsletters: Newsletters are sent to a group of people, usually customers that have already subscribed that contain news about anything-offers, and promotions are even articles.

Opt-in email: Opt in email advertising is a method of advertising where the customer has opted to receive the mail. This method of marketing has no disadvantages to it.

Tools to successful email marketing: When advertising via email, use the recipientâ€™s name. Use friendly greetings and make the mail seem personal. Avoid using unnecessary symbols likeâ€•!â€• or â€œ
Avoid marketing during holidays. Give clear directions on what your offer entails. Include the terms and conditions. Use eye catchy captions and templates to design your email. Beware of your email list. Send emails only to the people who might fall under the potential customers list. If the mail is sent to irrelevant people, they might report it as spam. There are laws governing what kind of emails can be considered as spam and what can be considered as marketing. A way of promoting your business is to use a newsletter sign up option (Opt-in mail service). Provide free books and other exciting deals when customers sign up. This will increase your email as and provide genuine email addresses.

Disadvantages: There arenâ€™t many disadvantages to the email marketing system. Apart from being cautious about the email addresses one main negative is that mass audiences cannot be targeted. Because most emails software vendors have a limit to the number of recipients, mass marketing Is not possible. Also, most recipients may have their spam filter/guard on. This way the mail gets delivered to the junk box.

Article Source:
http://www.articleside.com/email-marketing-articles/simple-method-to-market-your-product-to-millions-using-internet.htm - Article Side

Heather Protz - About Author:
Being a freelance writer and active blogger, I like to share my thoughts with the rest of the world and to source out some great deals on home services like the one offered by a Xfinity Internet.

Article Keywords:
xfinity internet,email marketing,online business

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!