Article published on January 16th 2012 | Marketing

Through email marketing is one of the most efficient marketing strategies, some people still do not like it. People don't like it because it related too much with spamming. Large numbers of junk emails are sent every day. This may work, but not efficient. The ultimate vision for opt0in marketers is to "make marketing that people love." Rather than annoying and interrupting prospective customers with unsolicited and pushy messages, opt-in marketing strategies are based on permission.

Opt-in email marketing is developing for years, and becomes more and more consummate. It is not just about sending emails to customers, it is a kind of communication between marketers and customers. This strategy can build much more solid and positive relationship with customers. It can help to improve the email read rate and convert rate which is much more efficient than regular direct email marketing. Here are some basic principles of proper email marketing strategy. If you can do it well, you can get many profits from your campaign.

1. Get permission first always. This is the most important role of email marketing campaign. The subscribers are the real target customers. And if a contact has only opted in to receive a certain type of communication, such as new blog posts, don't add them to other segments of your list that have opted in to receive other communications like product updates.

2. Don't buy your email list. You may buy a large list of email addresses, but you can not buy a list of potential customers. Potential customers are those who you should take time to discover. A large list of email addresses are totally useless if you want to start a real email marketing campaign. So keep your email list in high quality!

3. Do not Spam. This is also a very important role of the campaign. People hate spamming. If they found the marketer they just subscribed is a spammer, they will unsubscribe immediately. Spamming can not improve email rate and convert rate. The more you spam, the more customers you will lose.

4. Give Customers the unsubscribe option. According to CAN-SPAM laws, every email you send needs to provide recipients with an option to unsubscribe. Since this is not only a matter of etiquette but also a matter of the law, you should also make it as easy for users to unsubscribe as possible.

There are many more email marketing principles which are not talked about in this article, but you can discover more. Further more, if you want to start a efficient email marketing campaign, you can use a email marketing software. Here is a good one suggest for you. It is iKode newsletter software which is a web based email marketing software for creating, maintaining and sending your mailing lists. Manage your email campaign using statistical tracking, time sensitive autoresponders, custom subscription forms, personalized mailings, advanced real time graphical reporting, and more.

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iKode Newsletter Software is a a free email marketing software, which is easy to use and enables you to manage your mailing lists well. Moreover, you can get high in-box delivery rate. For more info. You can check the site:a http://www.phpnewsletter.org/

Article Keywords:
email,software,marketing,business,online business,direct marketing,newsletter software

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