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# **E-mail Marketing Is Not A Spam, But Tool For Support Of Your Business!**

In our country not everyone knows what the term «E-mail-marketing" means, and many people simply confuse it with spam (unsolicited mail). Meanwhile, this direction is now most important for those who want to keep pace with the times and quickly bring their information to users.

In this age of high technology it can be safely positioned e-mail-marketing as a low-cost but highly effective alternative to direct mail. The fact is that the proposal in email just as well falls directly to the recipient, and more likely will interest the reader than branding publications, aimed at the masses.

At the same time e-mail-marketing is a more promising line of business than traditional banner advertising, which has recently become less effective tool. It happens because of growing barrage of banners in recent times, due to which many users are forced to use tools that do not download and do not show banners.

When we talk about e-mail-marketing, it is very important to clearly put a line between it and the spam that is definitely one of the greatest evils of the modern Internet. Spam is usually called intrusive, unwanted mail, advertising or another site, product or service. A user has no opportunity to unsubscribe from it, and to compute the spam is becoming increasingly difficult, because spammers can easily forge the names of the senders.

If you do not want your mailing to receive such a stamp, try to follow some advices. First, send your proposals only to those users who really may be needed. To do this in the programs there is a system for creating groups of recipients. Secondly, always give your users the ability to unsubscribe from your mailing list. To do this, indicate the contact address of coordinator of the mailing or e-mail commands to the robot at the end of letter. Third, never fake name and address of the sender, always keep correspondence fairly. And as the last paragraph, we recommend you do your mailing personalized, so that each recipient can read your name in the field "To".

In order to increase the efficiency of mailing, do not register your e-mail brightly and colorfully as an advertising booklet. It is better, in contrast, to make it look like a usual email message with the standard greetings and signatures.

In addition to direct mail, for your current or potential partners you can arrange mailing for your customers, in which it will be discussed the news of your company. Also this possibility will be useful for interaction with employees in medium and large companies.

As you can see, e-mail-marketing may have a great future in our country. The main point is to use correctly the existing wealth of tools. We are confident that with such low-cost funds you can make great progress in e-business!

Today lots of people lose the regular job and then start internet business. But, as any type of business, Internet business also needs marketing and client base. One of the widespread ways is email lists. So before you start, you must know what [email list marketing](#) is and how to make cash with it. Check out this [www.listbuildingincomeplan.com](http://www.listbuildingincomeplan.com) site which offers much helpful info on [build email lists](#) subject.

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