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Spam And List Marketing.

I would like to emphasize that e-mail marketing should be distinguished from the so-called spam (unsolicited e-mail - a mass mailing of promotional materials on the list, which usually consists of dozens of thousands of e-mail addresses collected by the special search engines).

If the company becomes the owner of a sufficiently large mail list, then spam can raise the attendance of its site for a few hundred people a day, but here it is important to note the fact that the vast majority of them will never come back to this site. Therefore, if the display of banners is not planned to do the main source of income, you should refrain from such practice.

Spam is contrary to netiquette, it gained notoriety, and the effectiveness of such mailings dropped significantly over the past two years. Among Internet users it appeared even an inverse reaction to the companies which sites or the products are advertised using spam. They are poured by lawsuits of the Internet service providers and individuals who complained of falling mail servers and the failure of the normal work with mail. Later, under pressure from the network community in many Western countries it has adopted legislation aimed at combating spam (initiators of mailing can now be fined large sums of money or sentenced to several months of hard labor).

The use of spam. If the company decided to resort to spam to advertise its site, it needs to fulfill one requirement. In order to significantly reduce the level of dissatisfaction with the recipient, you must include in all sent messages (it is best to do a separate paragraph, which will be immediately apparent - i.e., top or bottom of the message) a message like: "This list has nothing to do with spam. If you no longer wish to receive our emails, please send an email to unsubscribe @.... ".

The opportunity to unsubscribe from the list can be implemented in different ways, depending on the program, as well as indication of full bank details to avoid any legal liability. This option of mailing can be viewed as a relatively "honest."

But spam is also used as a sufficiently powerful (though not entirely legal and ethical) method of competition. E-mail technology makes it easy to "spooof" messages from other individuals. Partial protection from such practices can be ensured by the use of electronic signature technology. In addition, if the mailing was carried out by not very good specialist, you can usually use information from the service message header to find out what a service provider has been sent spam, and then to contact him, the man who did it.

As now among the network public it has developed the sharply negative attitude to spam, except for some cases, it not only helps to attract new customers, but also can ruin a company's reputation, I cannot recommend this method as a tool of major advertising company.

The technology of e-mail marketing is an effective means of advertising and PR companies. It allows you to achieve a significant effect with minimum financial investment.

Nowadays there are many programs designed for effective work with email and a mailing list, much of which are free, while having a sufficiently high functionality.

The main problems that are faced before the organizers of the e-mail companies is to build a relevant database containing all relevant information about the intended target audience, as well as proper presentation of advertising information.

Today lots of people quit the regular job and then start internet business. But, as any kind of business, Internet business also requires marketing and client base. One of the widespread ways of online marketing is email lists. So before you start, you should understand what [email list marketing](#) is and how to make cash with it. Go to this www.listbuildingincomeplan.com site which offers much useful info on [building mailing list](#) subject.

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