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Technologies Of E-mail Marketing.

When the Internet was just beginning to develop rapidly, e-mail marketing was typically used to advertise porn sites and different ways of earning lots of money doing nothing. But, gradually, this technology is beginning to attract the attention of major companies, which initially saw it as a cheaper alternative to direct mail. With increasing number of Internet users, many people have begun to realize the promising of technology of e-mail marketing. One reason of the popularity of e-mail marketing was the fall of the effectiveness of banner advertising, caused by an explosive growth in the number of banners, and also, last but not least, the advent of effective programs - cutters of advertising on computers of advanced Internet users who still constitute the lion's share of customers of online shopping and auctions.

About half of the firms involved and e-business use the technologies of registration of e-mail addresses of their clients. Unlike banner ads, which are used as a way to attract potential customers, e-mail can serve to a variety of purposes: selling of products and services through the use of specialized mailings, fast and convenient way to communicate with customers, especially if they live in another time zone, confirmation of orders received by phone or fax, information about your organization and any significant events in the life etc.

The technology of advertising campaigns via e-mail. When advertising by e-mail, it is necessary to draw attention to two main points:

Build a database of addresses, according to which, in fact, it will be sending messages;

Development of the message text.

To obtain a relevant list of addresses of the target audience, you can use several methods:

Registration of site's visitors. If your site is already promoted, it can be arranged on it the registration of visitors in exchange for providing additional services or information. Such a path is walked by many famous companies, including Yahoo!, Tower Record, Netscape, etc. When registering the visitor of the site are usually invited to fill out a short form with name, sex, age, place of work, hobbies, preferences, etc. Such a questionnaire is tailored to only those positions that will actually be of interest for the firm, as too much information may, on the one hand, make it difficult to process it, and with another questionnaire on 3 pages simply discourage any desire to fill it.

A serious drawback of this method is the unwillingness of many users to submit any truthful information about them, due to increasing concerns about the network privacy. So unfortunately even in this case the process cannot be fully automated.

Buying mail-list. To obtain the coordinates of the target audience, an advertising company may apply to a specialized firm, which sells databases, e-mail address. Such firms can also provide services of organizing mailings.

Having bought the mail-list, you can save a lot of time on the stage of collecting data that, of course, greatly reduces the price of the company. But unfortunately, this approach has two significant drawbacks which severely limit its use:

Poor quality of purchased mail-lists (lots of broken and / or irrelevant addresses);

Complexity of finding the right mail-list for a number of specific or vertical markets.

Today lots of people quit the regular job and then start online business. But, as any kind of business, Internet business also needs marketing and client base. One of the popular 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. Visit this www.listbuildingincomeplan.com site which offers much helpful info on [building mailing list](#) subject.

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