

File Created by [Blogging Rebirth](#) WP Plugin

The Correct Strategy Of Email Marketing.

The work with e-mail is very important to your business. If you want email will be your ally, it is necessary:

Respond to the letter!

Respond to letters quickly!

Respond to the letter fully!

Respond to letters with grace and style!

I am sure that it all seems obvious. These principles reflect the common sense. At the same time, I was constantly confronted with the ignorance of these principles in the major part of the letters that I receive. Let's consider them.

Reply to the letter!

Unfortunately, many people selectively respond to the letter. This is a big mistake! If I visit your website and ask you a question and did not receive an answer, I promise you, you do not get any mail from me!

You say that you are too busy to answer stupid questions or things, no interest for you, do you? If it is true, then you need to hire someone who would do it for you if you have money for it. Since, for many even large sites this is unrealistic, but I offer to do this work by yourself. If a person wrote to you, then he believes that his letter has a meaning that is why you should answer all letters.

Do not believe me? Try the following experiment. Select the three sites, which have a large attendance, and ask them questions. They will definitely answer your question.

Spam - is probably part of the problem. A significant number of letters received by me is stuff. Even in this case, I read the letter at least the first line or two before removing, as some serious messages look like spam.

Respond to emails quickly!

This can be difficult if you work a lot. But it should be done. I often get answers so late that even I forget why I sent the mail! If they answer the mails each evening, in most cases, you provide the response a same day that is sufficient. You can also view your mail in the morning, for example, before go to work (at school). Since not many messages are coming at night, it just takes a little time. Although, of course, it all depends on the specifics of the site. For instance, if your site is about entertainment, it's likely the vast majority of letters will be coming in the evening or at night, as most visitors - are students. If your site is, for example, the site of some major firms, the majority of mails will come in during business hours.

I personally check mail 2-3 times per working day.

Reply to the mails fully!

Sometimes, I send an important question for me. My hated mistake - is a response that does not reveal the problem, about which I asked. Often it is - negligence, which can swipe across the face of the company. You want to deal with careless people?

One of the problems of e-mail - is the lack of eye contact and language that are available in a direct conversation. Even the phone makes something out of this as being able to repeat what has been misunderstood, correct the blunder, etc.

It is simply not available in e-mail. There is just a keyboard before you. If I have any doubt about the matter, I say this: "Maybe I'm not sure that understood you rightly."

Then I write: "If this is not what you wanted to know, or I did not understand you rightly, please contact me again."

Never attempt to dissemble, people will quickly understand it. Sometimes the best answer: I'm sorry, but I do not know. You can continue: I think so, then ... You can also give a link to a resource that could help someone. At the worst case, offer a search function. But no matter what you say, the answer will be correct.

Today lots of people lose the regular job and then start online business. But, as any type of business, Internet business also requires 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 [email list marketing](#) site where you can find much helpful info on [build email lists](#) subject.

Nowadays we are living in the world where info makes life easier.

That is why if you are properly armed with the information in your topic you can be sure that you will in any case find the way out from any bad situation. So, please make sure to get back to this blog on a regular basis or - best of all - subscribe to its RSS feed. Thus you will have a direct shortcut to the freshest informational updates here. Blogging can be helpful, you just need to understand how to use them.

You can also find this article published on [single file page on filorama.com](#), and on the tag pages [email list](#), [Internet Business](#), [mailing list](#), [Online Business](#).