



EMAIL MARKETING: A PARADIGM SHIFT TO MARKETING

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Abstract: Now a day's email marketing is being increasingly recognized as a cost-effective marketing tool in different organizations to market their products or services. Further email marketing provided marketers with communication that permitted relationship building and real-time interaction with customers. Email marketing becomes the Internet's killer application because of the precision with which email can be tailored, targeted and tracked with this low costs and digital processing allows companies to send out huge numbers of emails. The medium is push rather than pull, the consumer does not have to instigate the interaction, and currently response rates are high. Email marketing can be used for acquisition or retention; this paper focuses on acquisition email marketing, marketing designed to win rather than retain customers.

Keywords: Email Marketing, E-news Letter, Spam, autoresponder system, Direct mail.

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INTRODUCTION

Do you understand email marketing? If you do not, you do not have to worry just yet. This is because the concept of email marketing is relatively new and many business owners have not started to take advantage of this wonderful marketing tool yet. However, there are some savvy business owners who are already employing email marketing techniques to create additional business for them and to gain an advantage over the competition. While not having a great deal of knowledge about email marketing is not an immediate threat to your business, you should start learning about this concept to ensure it does not become a problem for you later as more and more business owners in your niche begin to take advantage of the concept of email marketing (Venu, Krishna and Rajasekhar, 2012). As long as, email marketing is increasingly recognised as an effective Internet marketing tool most computer savvy people should aware about the concept properly.

The ultimate goal of all marketing programme is to attract interest in, build desire for, and generate sales of your products or services. Email marketing is a perfect medium to pick up where other marketing leaves off. Email marketing is still one of the most cost effective ways to contact prospects and customers. It's far cheaper than traditional bulk postage mail and in many cases can have a much larger impact on immediate sales and long-term relationship strength than traditional advertising. When done correctly, email marketing can be an extremely powerful and effective marketing technique. It's a medium that allows a buyer and seller to freely communicate with one another and build a relationship based on value and trust. When done incorrectly, however, email marketing can be destructive, erode brand equity, and turn your happy clients into litigious flammers (Yeshin, 1998).

Business owners should first understand the options available to them in terms of email marketing. The most common options include sending out mass emails with promotional materials, publishing and distributing e-newsletters and offering correspondence courses via email (Wright and Bolfig, 2001). The advantage to all of these marketing strategies is the ability to reach a worldwide audience. Unlike traditional methods of marketing such as television and radio ads or print media ads which only reach an audience in a limited area anyone with access to the Internet can benefit from your email marketing techniques.

Mass emails are the most popular form of email marketing. This includes emails which are sent to hundreds, thousands or even millions of recipients at once. The problem with this



type of marketing is the potential for having your emails viewed as spam. This is likely to occur if you send your emails to recipients who have no interest in your products or services and have not expressed interest in receiving emails from you (Windham, 2000).

E-newsletters are also becoming increasingly popular as a form of email marketing. E-newsletters can be a simple or as complex as you prefer and may include text, graphics, advertisements, links or any combination of these elements. One of the first decisions you will have to make is whether you wish to make your e-newsletter strictly text or include graphics in the e-newsletter. If you are on a tight budget, it may be worthwhile to only include text to avoid the need to hire a graphic artist. You may be able to incorporate graphics yourself but they won't look nearly as professional as the graphics provided by a professional. Likewise you can certainly write your own copy for your e-newsletter but you will likely create a much better impression if you hire a qualified professional writer to create the content for you instead (Wright & Bolfig, 2001).

Hiring a professional graphic artist and a professional writer may seem like an extraneous expense but it is actually quite important. Your e-newsletter may be the first impression many potential customers get of you and your work so it is important to make sure everything is of the highest quality (Venu & Santosh, 2012).

Correspondence courses offered via email is the final email marketing strategy we will discuss. These courses may be either offered for a fee and turn into a source of income themselves or they may be made available for free. The theory behind offering these courses for free is they often contain subtle advertising urging visitors to invest in the products and services offered by your business. Whether you charge for your email correspondences courses or offer them for free, care should be taken to ensure the information contained in these courses is completely accurate. This is critical because potential customers who receive these email courses will be judging your business based on the quality and accuracy of these email courses. If they are filled with errors the potential customer may doubt the quality of your work and seek out the products and services offered by others including your direct competitors (Fairhead, 2003).

OBJECTIVES

1. To elucidate how hand in hand the Email marketing is with other types of marketing tools.



2. To discuss the elements in Organizing Email Marketing Campaign.
3. To recite how to reach Target Audience through Email Marketing.
4. To outline different tools to Market Effectively with Email.
5. To annotate Email Marketing Mistakes and evaluate its applications

REVIEW OF LITERATURE

Email marketing is directly marketing a commercial message to a group of people using electronic mail (email). In its broadest sense, every email sent to a potential or current customer could be considered email marketing (Jackson & De Cormier, 1999).

Email marketing can be carried out through different types of emails:

Email newsletters

Email Newsletters are direct emails sent out on a regular basis to a list of subscribers, customers. The primary purpose of an email newsletter is to build upon the relationship of the company with their customers/subscribers.

Transactional emails

Transactional emails are usually triggered based on a customer's action with a company. Triggered transactional messages include dropped basket messages, purchase or order confirmation emails and email receipts. The primary purpose of a transactional email is to convey information regarding the action that triggered it. But, due to its high open rates (51.3% compared to 36.6% for email newsletters), transactional emails are a golden opportunity to engage customers; to introduce or extend the email relationship with customers or subscribers, to anticipate and answer questions or to cross-sell or up-sell products or services (Bellman, Johnson, and Lohse, 2001). Many email newsletter software vendors offer transactional email support, which gives companies the ability to include promotional messages within the body of transactional emails. There are also software vendors that offer specialized transactional email marketing services, which include providing targeted and personalized transactional email messages and running specific marketing campaigns (such as customer referral programs).

Direct emails

Direct email involves sending an email solely to communicate a promotional message (for example, an announcement of a special offer or a catalog of products). Companies usually



collect a list of customer or prospect email addresses to send direct promotional messages to, or they can also rent a list of email addresses from service companies (Fraser, 1989).

Combining Email Marketing with Other Types of Marketing

Whether you choose to do your marketing online or offline, one thing does not change. This is the concept that no single marketing strategy will be as effective as a combination of two or more marketing strategies. This does not mean it is necessary for you to implement every known marketing strategy to promote your business but rather it implies that it is worthwhile to market from a few different perspectives to help you achieve your business related goals (Godin, 1999). This article will examine the importance of combining email marketing with other types of marketing to create a successful; multi tiered marketing strategy and will also offer some advice on managing more than one marketing strategy at once.

As the old saying goes, "Two heads are better than one," and this is certainly true when it comes to marketing. You may enjoy a great deal of success with email marketing but this does not mean you should not try other types of online marketing such as website creation, participation in industry related message boards, placing banner ads, orchestrating an affiliate marketing campaign and generating inbound links to your website (Vriens et al, 1998). While it is possible that not all of these strategies will be effective for your business, you are likely to find at least one other option which complements your email marketing and helps you to achieve your business related goals (Di Ianni, 2000).

Alternately you may even wish to combine your email marketing campaign with more traditional marketing strategies such as radio ads, television ads and the print media. Just because these types of advertising do not take place online, does not mean they will not be able to help you to generate more business. In fact advertising both online and offline can allow you to reach a larger target audience. This is because you will likely reach Internet users around the world but can also reach potential customers who do not utilize the Internet for purchasing or researching products or services similar to the ones you offer (Sterne & Priore, 2000).

Popular marketing strategies to combine with email marketing include banner ads and message board participation. These are all online activities and each one individually is fairly simple. However, in combination these simple activities can create a powerful statement.



You may send out emails offering useful information about your products or services, purchase banner ad space on websites which may be of interest to your potential customers and participate in industry related message boards where you can earn the respect and pique the interest of potential customers. Even if your potential customers are not currently in need of the products and services you offer, seeing your business name so often can have a branding effect. Branding is essentially a process in which consumers see a company name so often that they are more likely to select a product from this company when they are in need of an item the company offers.

If you are planning to combine multiple forms of advertising, you should be aware that this can make it difficult for you to evaluate the effectiveness of each marketing strategy. This is especially true of the marketing strategies are implemented concurrently. When you are only using one type of marketing strategy, you can generally attribute increases in sales or website traffic to changes in the marketing strategy (Sean, 2007). However, when more than one type of marketing strategy is in effect, determining which strategy is producing the desired effect can be quite difficult. This situation can be handled by not making changes to more than one marketing strategy at a time. This will help to pinpoint which changes produce an increase in sales or website traffic. It can also help you to determine when changes to your marketing strategy have a detrimental effect on your sales and website traffic. However, if you are having difficulty determining which marketing strategy is most effective you can consider asking customers to answer survey questions and provide information such as how they learned about the products or services your business offers.

HOW THE BUSINESS CAN BENEFIT FROM EMAIL MARKETING

Even if you are already running a successful business, you may be surprised to learn your business can benefit greatly from orchestrating an effective email marketing campaign. An email marketing campaign and a number of different advantages including the ability to reach a worldwide audience, a variety of different marketing options at your fingertips and the ability to do a great deal of marketing with very little investment dollars.

For many business owners one of the most prominent advantages to email marketing is the ability to reach a worldwide audience with minimal effort. While traditional marketing methods such as television advertisements, radio advertisements and advertisements in print media are typically targeted at a rather small geographic area, email marketing can



reach a worldwide audience. It is possible to reach an audience of this magnitude with other marketing methods but it would be much more complicated to do and would likely involve launching advertising campaigns in several different markets. This is possible but would require an intense coordination effort and will likely require at least a few staff members to assist you in this effort.

Conversely, the ability to transmit instantly via email can make it much easier to reach target audience members with literally just the click of a mouse. The act of creating the marketing materials for your email marketing campaign is significantly more involved but once this is done reaching members of your target audience is quite simple.

Another advantage to email marketing is there are a multitude of advertising options available to those who wish to utilize this marketing strategy. The most commonly used method of email marketing is to send out group emails with product information and other promotional materials. However, another way to approach the concept of email marketing is to publish and distribute e-newsletters to interested email recipients. An e-newsletter is typically much more in depth than the type of information which would normally accompany a promotional email. These e-newsletters typically feature at least one in depth article as well as a few shorter articles which either offer useful tips or review products. Additionally there may be some graphics, advertising and links include in the layout of the e-newsletter. Email marketing campaigns can also take the place of email correspondence courses which typically focus on one niche subject and feature a few installments which provide detailed information on a specific facet of the niche subject.

Finally email marketing can benefit your business because it is an extremely cost effective method of advertising. When you opt to orchestrate an email marketing campaign you will likely invest money in hiring professionals such as writers and graphic designers to assist you in creating content and an appealing layout for your promotional emails. However, this is typically not more than you would invest in hiring the same type of personnel for an offline marketing campaign. However, unlike offline marketing methods there is not a great deal of cost associated with executing your email marketing campaign. Consider the creation of a television commercial where you will have to pay fees and purchase advertising space to allow your advertising to reach the public. However, when you transmit your advertising via email, there is virtually no cost associated with this transmission. There are of course costs



associated with maintaining an Internet connection and retaining employees to send these emails but these costs are minimal and can be considered to be part of normal operating cost

ORGANIZING EMAIL MARKETING CAMPAIGN

If you have recently decided to try implementing an email marketing campaign, you can congratulate yourself on becoming involved in one of the most effective types of online marketing for your business. While many business owners tend to shy away from email marketing campaigns because they believe these campaigns are always viewed as spam, others realize the importance of this type of advertising and are willing to spend a great deal of time and effort into organizing their email marketing campaign. These business owners will likely find they are able to enjoy an advantage over their competitors who do not take the time to implement an email marketing campaign.

One of the first elements you should consider when you make the decision to start an email marketing campaign is the type of information you wish to include in your emails to potential clients. This is very important because the information you provide will help your email recipients to determine whether or not they think your products or services are worthwhile. You can include a variety of information in marketing emails. This may include, but is not limited to, full length informative articles, short articles enticing readers to visit your website for more information, links to other websites which may be of interest to your readers, links to your own website and even advertisements for your products or services as well as other products or services your customers may appreciate.

Once you determine the type of content you wish to incorporate into your email marketing, it is time to consider how you want to structure your email marketing efforts. Two of the most common structures include an informative email with subtle advertising or an in depth e-newsletter with a wealth of information as well as some subtle advertising and even some graphics (Rosenspan, 2000). Deciding on the format of the emails you will be sending out are important because they will dictate the staff you will need to assist you in your email marketing effort. You will require the assistance of a professional writer to assist you with the content in either emails or e-newsletters but if you opt for an e-newsletter you should also consider hiring a graphic artist to assist you in designing an attractive layout and creating graphics as needed to create an appealing layout for your e-newsletter.



Next you should consider how you plan to create an email distribution list. This is important because simply purchasing an email list is not likely to be effective. You may reach hundreds, thousands or even millions of Internet users by sending emails to all of the members of this email list but there is no guarantee any of them will have an interest in your products or services. However, if you build your own email list of previous customers who have specifically requested additional information as well as potential customer who have also requested additional information you will have a well formulated list which includes mostly members of your target audience. This is ideal because you are much more likely to sell products or services to members of your target audience than you are to sell products or services to members of an email group which is not filled with those who might be interested in the products or services you offer (Roberts & Berger, 1989).

Once all of these preliminary decisions have been made, you can begin to create the actual emails themselves and can begin to distribute these emails. Once you have sent out your first batch of emails, you can take some time to evaluate the effectiveness of the first email before you send out the second batch. This will be useful because if you determine the first batch was not very successful you can solicit feedback and make changes to the second email before sending it out. If the second email is more successful than the first, you can conclude the changes you made were beneficial.

REACHING TARGET AUDIENCE THROUGH EMAIL MARKETING

In theory email marketing is not any different than other types of marketing. This means the basic principles of marketing apply to your email marketing efforts as well. One of these most important principles is the importance of reaching your target audience. The ability to reach your target audience and convince them to make a purchase cannot be underestimated (O'Brian & Montazemia, 2004).

The simplest way to reach your target audience is to allow existing customers as well as potential customers to register on your website and decide whether or not they want to receive emails with additional information and advertisements. When the users register they should be required to enter an email address (Stone, 1996). This registration process will allow you to compile a list of email addresses from each potential customer who expressed an interest in receiving additional information. Sending your email marketing materials to the members of this distribution list is much more effective than sending out a



mass email to recipients whose email addresses you purchased. This is because the group of email addresses you compiled all have an interest in the products or services you offer while there is no information on the other set of email addresses to indicate whether or not the members will even have an interest in the products or services you offer (Niall, 2000).

Another tip for reaching your target audience is to do adequate research to determine how to communicate with the members of your target audience. This may include changing the language of your emails to suit the preferences of your target audience members, designing the layout and colors of the email to be appealing to the target audience and tailoring the emails to include content which is of interest to the members of the target audience. This type of research can really pay off because it will make your emails significantly more effective (Milne & Gordon, 1993).

Still another tip for reaching your target audience is to when email marketing is to keep your message simple. Being subtle is important so your email does not seem like a blatant sales pitch but it is also important to present your message in a clear and concise manner which will be easily understood by the members of your target audience. If you have any doubts your target audience will be able to understand your message, you can certainly leave information for the email recipients to contact you with your questions. This interaction can prove to be extremely useful. Through these communications you can learn about the needs of your target audience and how you can tailor your email marketing strategy to meet these needs.

Finally, it is important to solicit feedback from the members of your target audience to ensure you are meeting their needs with your email marketing campaign. This should be done on a continual basis as the needs of your target audience may change over time. When you solicit feedback from your target audience you should be sure to ask specific questions which require answers which can be interpreted easily. This is important because ability to interpret these answers will greatly impact your ability to further refine your email marketing efforts to conform to the expectations of your target audience members.

MARKETING EFFECTIVELY WITH EMAIL

Like any type of marketing, email marketing involves a great deal of time and effort to ensure the marketing campaign is effective. This is important because an ineffective marketing campaign of any type is a waste of money and resources. Spending a great deal of



time, energy and money into an email marketing campaign which is not reaching the members of the target audience and is not convincing recipients of the email to make a purchase or visit your website is not worthwhile (Leventhal et al, 1993).

One of the most important aspects of marketing effectively with email is to ensure your marketing efforts are reaching the members of your target audience. One way to do this is to ask former customers as well as potential customers to join your email distribution list. This will help to ensure the majority of members on your email distribution list have an actual interest in your products or services. This is important because you are much more likely to generate sales when you are marketing to this type of an audience than you would if you were marketing to a much larger audience without an interest in your products.

Another aspect of marketing effectively is to hire an experienced professional writer to draft the content for your emails, e-newsletters, email courses or any other methods you are using to email your message to potential customers. Having your content written can give you a significant edge over the competition if they are drafting their content themselves (Egan et al, 1989). The quality of your content is a reflection on your business and poorly written content with no substance will reflect poorly on your business.

Effective email marketing should also be written in a manner which will appeal to the target audience. If necessary you should conduct market research to determine demographical information for your target audience. This research may also determine preferences the target audience may have for receiving marketing information. This may include the type of language used, the format of the emails, the layout of the emails and even aesthetic appearance of the emails. Paying attention to these details can make the email marketing campaign significantly more effective (Alan, Tarun and Jason, 2010).

Finally, effective email marketing should not be viewed as spam. This is a difficult situation. In many cases an email marketing campaign will involve distributing mass emails but care should be taken in these endeavors to avoid having these emails construed as spam. This is important because many Internet service providers include spam filters which apply algorithms to each email account to determine which messages are spam and which ones are legitimate. Emails which are deemed to be spam may never reach the intended recipients. Emails which may it through the spam filters may also be automatically deleted if the Internet user believes it looks like spam. For this reason care should be taken to ensure



all marketing emails provide quality content, advertise only subtly and ideally are only sent to email recipients who have specifically requested information about your products or services. This will give you the best opportunity possible to reach your target audience and have a positive impression on them and hopefully entice them to make a purchase or visit your website (McKnight, Dillon & Richardson, 1991).

EMAIL MARKETING MISTAKES

Many business owners who opt to try email marketing make the mistake of believing any type of email marketing is beneficial. This is simply not true; there are a number of mistakes business owners can make when they organize an email marketing campaign. Examples of these types of mistakes may include allowing promotional materials to be tagged as spam, not following up with promotional emails, not being prepared for an influx of customers after an email marketing effort and not marketing specifically to the target audience.

Spam is a problem which is reaching endemic proportions. Each day Internet users are bombarded with spam from around the world. This may include a host of unsolicited emails which are promoting products or services the recipients may or may not be interested in purchasing. A critical mistake business owners can make in email marketing is to issue emails which are likely to be construed to be spam. This may result in the emails never reaching the recipient or the emails being deleted, without being read, by the recipient (Turban, King & Chung, 2000).

Another email marketing mistake often made is failure to follow up on promotional emails. Sending out emails to interested parties can be very beneficial but it is even more beneficial to contact these email recipients by other methods such as mail or telephone to answer any questions they may have and offer any additional information they may require (Mehta & Sivadas, 1995).

Business owners may also run into the mistake of not preparing themselves for an influx of customers after an email marketing effort. The express purpose of email marketing is to generate increased interest in your products or services. Therefore it is critical for business owners to anticipate an increase in business and be prepared to accommodate this increased demand for products and services. This is important because potential customers who have to wait for products or services may seek out your competitors who are better prepared to provide them with products or services immediately.



Finally a critical mistake made by business owners is to not tailor an email marketing campaign to their specific target audience. This can be a problem because it may result in the email marketing being less effective. Business owners typically make this mistake because they fall into the trap of believing that it is more important to reach a large audience than it is to reach a target audience. You may blindly send your email marketing materials to millions of recipients and only generate a few leads. However, you could send the same email marketing materials to a smaller group of only a thousand recipients who all have an interest in your products and services and will likely generate more leads from this smaller email distribution list. It is not only important to send your message to members of your target audience but to also tailor your message to suit this audience. Creating an email message which will appeal to a variety of individuals is not as important as creating a message which will appeal to members of your target audience (Briggs and Stipp, 2000).

You will need an autoresponder system to market with email we recommend www.Automatic-R

CONCLUSION

Email marketing can be a very effective way to reach a target audience around the world. However, your marketing efforts may not reach their full potential unless you invest some time, energy and money into evaluating your email marketing strategy. During this evaluation you may determine whether or not the email marketing is helping you to reach your goals. Likewise you can determine if the email marketing is having an adverse affect on your business (Lisa & Ruth, 2003). Consider an email marketing campaign which is not effective because it does not reach the members of the target audience. Some business owners make the fatal mistake of not taking care to ensure their email distribution list features recipients who are extremely interested in the products or services you offer. Business owners, who take shortcuts by purchasing large email lists, often find their shortcut did not pay off because the recipients of their marketing emails are simply not interested in the products or services you offer. In this scenario the email marketing is likely to generate very few sales or website visits. However, reevaluating the email distribution list to include recipients who are interested in your products or services will likely result in significantly more sales and website visits. Email marketing strategy is subjected to study and get into the depth utilization for the upcoming generations who will highly interact with



internet get benefited by meeting a good number of customers. Further studies in the development of email marketing can be done in the favor of customer as well as the market by making technological handy strategies.

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