
How to deal with disadvantages of email marketing

Posted by Telly - 2012/09/20 09:17

Everything has its converse element, so does email marketing. Just look at the following tips about the disadvantages of email marketing:

- * Many companies use e-mail marketing to communicate with existing customers, but many other companies send unsolicited bulk e-mail, also known as spam.
- * Illicit e-mail marketing antedates legitimate e-mail marketing, since on the early Internet it was not permitted to use the medium for commercial purposes.
- * It is frequently difficult for observers to distinguish between legitimate and spam e-mail marketing.
- * Due to the volume of spam e-mail on the Internet, spam filters are essential to most users. Some marketers report that legitimate commercial e-mails frequently get caught by filters, and hidden.
- * It is somewhat less common for e-mail users to complain that spam filters block legitimate mail.

But the iKode newsletter software maybe help you deal with all these nuts based on the high technique.

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Re:How to deal with disadvantages of email marketing

Posted by Eva Cyrus - 2012/11/02 05:47

Unsubscribe the E-mails send by the companies as spam or bulk-email.

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Re:How to deal with disadvantages of email marketing

Posted by lisatully - 2012/11/15 12:20

If you really want to do email marketing for your business it is advisable to carefully choose your recipients for it is much better if your recipients are interested on the niche you are marketing,

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