

Email–The Indispensable and Powerful Tool of Successful Internet Marketers.

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By Kanaga Siva

Electronic mail, abbreviated e–mail or email is a method of composing, sending and receiving

messages over the Electronic Communication System. The enormous development of the Internet has enabled emails conveying useful information, to be transmitted simultaneously to several recipients worldwide in a matter of seconds. The Power, Reach and Sophistication of Emails are such that it has become the most inexpensive and effective way to promote your Internet Marketing Business.

Building opt–in lists has become part and parcel of the ritual of Internet Marketing today. Let's see what exactly the emails do to help the Internet Marketer?

1. I am right here. Emails remind people that you exist, that you are right here and that you are a living entity. It further helps to project your image and personality. It is nothing but natural that people tend to forget you after some time and reminding them by email without harassing them is a way of ensuring that they remember you, your product or website.
2. Traffic to your Website, Email is acknowledged as the most effective way to drive traffic to your site. It is the email that keeps your clients and prospects returning to your site. This traffic without question is the very life blood of your Internet Marketing Business.
3. Building Awareness. One wonderful aspect of the email and used all too often by the Internet Marketers is to Alert Customers, clients, users and friends of products, articles and events. In addition the email alerts, play a prominent role in the promotion of new products and technologies.
4. Building Trust and Confidence. Sending emails is not a one off action. In addition to reaching out to customers, it is also used to follow up customers. Confirmation emails have become the norm today, especially after orders or subscriptions are placed. Over a period of time these email messages build trust and credibility between the parties concerned.
5. Building a feeling of Togetherness. Receiving regular emails from organizations and groups makes you feel wanted and creates a bond or feeling of togetherness with that organization or group. Even if reciprocal action is not seen immediately it will ultimately create a bond if your emails are handled properly.

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6. Sharing of Emails. Another great advantage of emails is that it can be shared. Special promotions or informative content in Newsletters or emails are quite often circulated among friends and the end result is more traffic. Tell a friend images in websites too induce visitors to web sites to send email messages to friends informing them of their newly discovered product or information.

These are some of the main benefits enjoyed by the Internet Marketers but unfortunately the usefulness of emails is today being threatened by Spamming i.e. sending of unsolicited emails. It is hoped that technology will catch up with them before long. Nevertheless Internet Marketers continue to send millions of emails everyday with even more added sophistication such as embedded pictures and music.

Today the email has become such an inexpensive powerful medium of communication that it has become a reliable friend and an excellent indispensable tool of Successful Internet Marketers.

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About Kanaga: Kanaga Siva has a wealth of experience in Marketing and also running his own Home Based Business. He now operates his Internet Marketing Business. Visit his website

<http://www.business-fromhome.com>

for Articles, Resources,Ideas and Advise to start a Home Based

Business and enroll for his Free Newsletter.

Email Marketing

By Dale Clark

Email Marketing by Dale Clark

Email is the basic communication tool used on the Internet!
It is the most important tool available and the most efficient.
You can literally send your message to anyone in the world in a matter of seconds. You can't do that anywhere else and at no cost. What's the cost of a letter sent through the postal service? How long does it take to reach its destination?

Do you realize the power behind this tool?

You will be able to reach your prospects, clients and customers within seconds. It's the most powerful marketing tool at your disposal. You'll be issued an email address with your ISP and

you can get a free email account right over the Internet. You need only learn how to use whatever email client you choose. I use my POP3 service basically as a personal address. I advertise using free email accounts, such as Yahoo or Hotmail.

Free Email Directory: <http://www.emailaddresses.com/>

You've set up your email accounts and now you want to advertise the opportunity, product or service that you've chosen. You visit the classifieds and you place a few ads.

You then check your email for sales or inquiries. You've just taken the first step in your Internet Marketing Campaign!

You check your Inbox and hmmm; lots of business!
Guess What? You've been spammed! Don't despair, just delete! You've just taken the second step in your Marketing campaign, deleting spam!

Warning!! Email that is sent unsolicited is known as Spam!

SPAM is the #1 Desperate Measure taken by Internet marketers.

SPAM is defined in Internet terms as:

Electronic junk mail or junk newsgroup postings. Some people define spam even more generally as any unsolicited e-mail. However, if a long-lost brother finds your e-mail address and sends you a message, this could hardly be called spam, even though it's unsolicited. Real spam is generally e-mail advertising for some product sent to a mailing list or newsgroup. See my article "Desperate" Marketers Take "Desperate Measures" at: <http://www.jackofclarks.com/mlmtips.html>

You don't have to use those tactics to succeed! You need to use email with care, only emailing those who have requested it. For example if you've got an advertisement and someone emails you about the details, then you have their permission to email them. You simply must establish 'Trust and Credibility', with your prospects, clients and customers.

You can't expect people to respect you; let alone want to do

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business with you if you send them email they don't want. You want to contact people who are interested in your product, service or opportunity. You have to earn their `trust'! It's all about 'honesty and integrity'! You can succeed by establishing these principles in your marketing campaign.

Email Etiquette: <http://www.iwillfollow.com/email.htm>

Dale Clark is the 'WebSter' of CJ Clarks Email Basics & editor of the Network Marketers Diary.<http://jackofclarks.com/>



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