

5 Email marketing etiquette

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Since its introduction in 1993, email usage has phenomenally grown to overtake postal mails and is now the global preferred mode of communication. Businesses are among the largest users of Email, which is seconded only by the telephone. Due to the immense reach of emails, companies are now harnessing its power for marketing. However, instead of rampant bombardment of marketing emails, it's better to follow certain protocols. Below are 5 email-marketing etiquette.



Email marketing etiquette

1. Concise description

It is better to have the email short and sweet. People generally avoid lengthy marketing emails as they look like spam and nothing else. State your key points briefly and in a catchy way.

2. Avoid extreme long signatures

Extremely long signatures should be avoided, as it is unnecessary. Email signatures should only include important contact information and nothing else. Email signatures should be kept as short and simple as possible. There is no need to include page long terms and condition clause, just a short one-liner and a quick link is enough.

3. Target audience

This etiquette is difficult to implement. Marketers should identify their relevant audience and send the emails to that list only. Untargeted emails will only result in more spam marking.

4. Avoid long tails

Long tails are that part of an email, which appears below your message and signature. Make sure every email you send is newly composed and does not include a long tail. If you include the long tail by mistake, you could be sharing confidential or embarrassing information.

5. Too much humor is bad

Humor is the best asset in marketing, but only when it is used sparingly. While writing an email, it is better to keep the email body as simple and clean as possible. Excessive use of bold letters, colors, all-caps, changing font sizes, images should be avoided at all costs, as it increases the loading time of an email and the prospective recipient may just close the email.



Sample Marketing Email

Subject: Home Furnishings

Dear Mr. George,

We at Santa Furnishings Company have had the pleasure and privilege of helping turn people's dreams into tangible realities for the past 15 years.

Our store offers a wide range of home furnishings, ranging from curtains to sofa covers to drapes to bed covers. All in all, if you have thought about it, we have got it!

You can visit our website and check out on the wide spectrum we offer. By ordering online, you cannot only get to shop at your convenience but also avail a special discount of 20% on all furnishings.

We also offer Live Chats with our experienced and talented interior decorators and architects who can help you with any queries and doubts. We also provide customized services.

We look forward to hearing from you soon, as the discount of 20% can be availed only within a period of the next 10 days.

Thanking You,

Sincerely,

Julia Roberts

Marketing Manager

Santa Furnishings Company

New Delhi

(This email address is being protected from spambots. You need JavaScript enabled to view it.)

Website: www.santafurnishings.in



The above sample inculcates the five important etiquettes. Improve your [English communication skills](#) to draft the perfect marketing email. You can improve your English writing skills with the help of an [online English tutor](#) or with a friend. A properly drafted marketing email can get you many possible leads. Happy emailing!

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- By Monika Agarwal

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