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IMPORTANCE OF E-MAIL MARKETING

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ABSTRACT

Internet marketing nowadays is an important part of e-commerce and involves several different forms of portraying the business, such as e-mail marketing, digital marketing, social networking sites, affiliate marketing and so forth. The paper's purpose is to illustrate the value of email marketing because of the fact that it is regarded one of the most powerful communication systems. Only the portion of the article is basic metrics used for the email marketing such as arrival time, open time and user clicking. Recommendations and recommendations for producing positive emails are at the end of the post. The eye tracking system is also used to examine Internet users' look at mailbox. Commerce changes the way of business is done by companies. Recognizing the importance of contributing to the economic growth of the nation through e-commerce, the Iranian government has adopted several approaches to improve e-commerce activity. Paper aims to enable public and private companies to embrace e-commerce as a tool to make global markets more competitive. E-mail marketing is one of the methods for e-commerce. E-mail marketing is a form of direct marketing that uses e-mail to convey commercial or fund-raising messages to an audience. There is a systematic review of its benefits and disadvantages in this journal. Furthermore, the Iranian Marketing Company has some suggestions for improving e-mail marketing.

1. Introduction

The Internet can be defined as a worldwide network of networks that can be accessed through computer, cell phone, PDA, digital TV, etc. The number of Internet users keeps growing, and contact has become an everyday occurrence

across the Internet. Companies implement the usage of Internet to display and create their identities has become ubiquitous, perhaps an unavoidable phenomena[1], [2], [11]–[13], [3]–[10]. The related electronic marketing (e-marketing) relates to the need for digital platforms such as internet, e-mail, cellular networking, but it also involves electronic customer relationship management and digital customer data management as well.

Email marketing is the promotion of a product by sending emails and newsletters. Marketers today have to do more than that. They must be very personalized while remaining in budget with their audience. Marketers who are excellent at email marketing can communicate highly specifically with their customers. They are able to deliver ROI and revenues to the company. The longevity of email marketing is not a marketing category. While some marketing trends are coming and going, emails remain modern marketers' most powerful channels. E-mail is a resource almost everyone today uses and continues to expand and to become more prominent in people's lives worldwide. E-mail accounts are three times as high as Facebook and Twitter. Together. Some of the world's leading marketers from some of the best corporations agree that email is the number one way to develop business.

As a marketer, company can reach the audience on several platforms, but priority efforts with limited time and money is required. The most effective way of attracting, engaging and linking audience is email marketing, which will propel company to sales and revenue. It may be described as a directed mailing of commercial and non-commercial messages to a comprehensive list of receivers and e-mail addresses, respectively. Newsletter may also be related to it as online newsletter as an e-mail marketing device. These are just the e-mails which are frequently sent out to registered customers, typically in HTML format. Newsletter has become a new, cost-effective and common marketing method. It can be defined as a direct mailing of corporate and non-commercial messages to, respectively, a complete list of recipients and email addresses. As an e-mail marketing tool, the Newsletter can also be linked to it as an electronic newsletter. This are also the e-mails that are mostly sent to approve clients, usually in HTML format. Newsletter is becoming a latest form of marketing which is value-effective and popular.

This can be described as direct mailing of corporate and non-commercial messages to a full list of receivers and email addresses, respectively. The Newsletter can also be referred to as an online newsletter, as an e-mail marketing device. These are also the e-mails often sent to approve customers, typically in HTML format. Newsletter is now becoming a new, cost-effective and common method of marketing.

Throughout today's knowledge world, not only are recognized organizations recognized as one of the key resources and property, but literature and other resources and tools for active asset management (manpower, financial resources etc.)[14] are also important and therefore have particular value. But this value can only be accomplished if the researcher and their data are created at the right time, with quality and safety acceptable to the appropriate people and the optimum organization being adhered to. It is therefore of crucial

importance that the underlying information technology, storage, storing, use and management of active data believers in the drawer is released[15].

Consequently, in line with Iran's twenty-year vision of a developed society with regard to the effect of ICT on different aspects of human life, and especially crucial and sensitive aspects of cultural, environmental, security, social, commercial and political issues, the Ministry of Communications and Information Technology on the overall development action plan designed to provide a comprehensive IT plan. The agreement involves five major projects, the implementation of large-scale IT projects, system executive security tasks (AFTA), the creation of server status information technology, IT applications in developing countries and the establishment of the structure and drafting of bills and legal regulations and the preparation of computer crime and e-commerce legislation[16].

Email marketing is the process of sending out a promotional message via email, usually to a group of people. Each email sent to a prospective or existing client may be called email marketing in its broadest sense. Email marketing allows to split consumers into various lists and deliver highly customized content, depending on their preferences. Email is the best way to accelerate interaction, from crafting the right subject line to photos that resonate with the client, to useful material that benefits the audience.

Email marketing campaigns are designed to help the products attract more customers and as an effective tool, the messages can be quickly accessed everywhere in the world. The organization can also attain more popularity among its consumers by email marketing in the same way. Email is a modern network of contact that has changed the way companies do business. Email speeds up information sharing, reduces geographic obstacles, keeps contact costs down and helps business owners to have flexibility in receiving their communications from all over the world. With the Internet creeping over the corporate landscape, it just makes sense that should set targets for company in online marketing. Online marketing isn't that different from traditional marketing. The market priorities remain the same: create awareness of the brand, attract a target audience and acquire new clients.

One application of information technology is e-commerce and it states that "A general definition covering any type of business transactions or exchange of information on the basis of information and communication technology, between companies and their customers, or between companies and public authorities". Electronic commerce comprises the electronic trading of products, services and electronic equipment. E-mail marketing is one of the following sub-sets: e-mail marketing is a form of direct advertising that uses e-mail to convey commercial or fund-raising messages to an audience[17]. Every e-mail sent to a future or current customer could be known as e-mail marketing in its broadest sense.

However, it refers to promote customer loyalty and repeat business, send e-mail updates to improve a merchant's relationship with its current or previous customers. Send e-mail messages to acquire new customers or convince existing customers to buy something immediately. Connect ads to e-mail

messages sent to customers by other companies[18]. In this paper, researchers plan to introduce the advantages and disadvantages of e-mail marketing and also to implement strategies that increase the efficiency of this tool would pay for the important role of e-commerce in the growth of IT in Iran.

2. Discussion

1. Advantages of E-mail Marketing:

- People get most of what you're spending. Recent research indicates that for every dollar invested in e-mail marketing, you can expect e-mail marketing to be sold for $43.52 in 2009, according to the Direct Marketing Association[19]. E-mail marketing therefore has the highest return on investment than other forms of advertising.

- It's really important. To different customers, you can customize messages and provide content and offers that suit their profile. Eventually, the consumers get what they want and thus get a better view of what each segment of the current business is going to respond to. You can send more specific e-mails as well.

- Measurability- You can simply find the no. of e-mail sent through e-mail marketing, the number of e-mails opened and the number of people opened, the number of people not registered and the click rate (including the connection that was active and clicked on it).

- Developing a marketing message through E-mail is around as easier writing an e-mail[20].

- E-mail marketing has "auto responder" feature. For example, if you want to give recipients a campaign message on special days, simply create the messages and schedule them.

- It's quick and efficient. Timing is all, so you can say: it's a fast and efficient route. Promotions can have a tremendous impact on earnings via e-mail with a simple call to action[21]. Channels cannot provide you with the possibility of receiving the customer directly in a short period of time. E-mail marketing called as marketing permission and it is one of its benefits because it allows customers to determine whether to reach them via e-mail. Mass customization is allowed by e-mail marketing so that each email is unique to each customer, allows marketers to quickly and easily notify the performance of their offers, and provides a significant insight into the recipient's behavior through observable events such as open message, clicked hyperlinks.

2. Disadvantages of E-mail Marketing:

- **Undelivered E-mail-** Most ISPs are using sophisticated junk mail filters these days. There is therefore no guarantee that e-mails will join inbox for the audience. It is also possible for people to remove an email[22] from someone who is not on their contact list. This is gradually becoming an e-mail advertising weakness.

- **E-mail response decay-** Long-term commitment of subscribers with business is not easy.

- **Expenses-** A sophisticated e-mail newsletter that engages the customer is expected by some people and technology resources. Even though email

marketing is very inexpensive to distribute, the effect could be much more costly if a judge finds emails to be "useless spam."

- **E-mail Overload**- When an e-mail reaches the recipient, there is so much e-mail that it is sometimes difficult for the user to differentiate between requested and unsolicited e-mail[23], as well as time to read through the e-mail.

- **Renderability-** Difficulty showing the creative in the inbox of various e-mail read systems as expected[24]. subscribers may want a message that will not be accepted by all browsers with "unsecured" things such as color, graphics and links. Finally, receiver will close the window immediately or you'll just have to settle for the drab all-text e-mail.

3. Implementation of the following steps for E-mail marketing based on Findings:

- **Describe marketing based E-mail**: You should decide what e-mail marketing entails for company before you start creating a marketing strategy.

- **Identify the intent**: The most important question to answer is: "What is company's marketing aim through e-mail?" Important questions to answer are:
a) Why e-mail marketing?
b) How will e-mail marketing benefit you through current marketing efforts?
c) How will the marketing efforts be combined?
d) What's the current process of lead generation?
e) How does email marketing contribute to lead generation?
f) Is the authorized person is in regular contact with customers?
g) Should e-mail advertising substitute or supplement other methods for communication?

- **Create a list of customers**: Some of this information might include demographic data (e.g., age, sex, etc.), client status, etc.

- **Privacy policy:** It provides a privacy policy connection to ensure that visitors do not share or sell their e-mail addresses without their permission[25].

- **Organized by the Department or Group:** The next step in creating a marketing strategy is the management of the organization's internal information. At this stage, opportunities will begin to coordinate information in order to achieve their ultimate goal.

- **Projecting Content:** Now that you know with whom you interact and the type of interaction you want to create, you need to prepare for each item the actual content. You should build an editorial calendar to do this. This will allow you to prepare for the future and ensure that each correspondence includes relevant content.

- **Test Message:** One of the e-mail's benefits is the ability to quickly check and evaluate outcomes before a complete e-mail campaign is initiated.

- **Tracking results of competition:** A criterion for success at this point is required. You will describe what will be effective for each form of publication. Sharing such metrics (such as the number of people who click) allows everyone to understand that email can really affect an organization. The most important indicators are: delivery speed, click-through rate and open rate.

4. Newsletter:

The newsletter is a mode of communication that performs the below mentioned tasks:

- Provides information to the potential consumers/customers
- Leads and influences the readers for ordering various services and products
- Helps in raising the reliability of a certain brand
- Recalls the existence of the company, organization and alike
- And receives feedback

However, newsletter may also be used for certain special events, such as building a community. It is critical that a person having valuable information in the newsletter. Otherwise people can switch away from the newsletter and there is declining confidence in people's brand.

The nature of the newsletter, its imagination, scale, material, semance as well as other e-mail resources are also of great significance. The time to deliver the email, assessing individual projects and other technical issues always plays a significant part.

According to the Electronic Communications Act, the newsletter can only be submitted to the subscribers who signed up to subscribe. Then it's about sending email, which may contribute to a penalty. The best way to require a newsletter to subscribe is to place this on the website.

3. Conclusion

Nowadays, with the Internet extending its arms across the world, more and more customers are transitioning to internet marketing from the traditional channels of business promotion. Email marketing is among the main ways of online advertising of the goods and services. This is also one of the oldest business-to-business advertising outlets which nearly everybody uses. A very well-planned strategic email marketing strategy will help the company goods and services achieve full exposure and awareness not just locally but worldwide. They start receiving a fast response with such a direct marketing technique until the email hits the intended customers.

Throughout today's world of cut-throat industry rivalry, corporations and firms make use of some of the most powerful means of brand advertising, and email marketing is one such tool. Companies consider email marketing advantageous due to its potential to be extremely adaptable to the constantly evolving business environment today. Another factor adding to the inevitability of email marketing is its relatively accessible and economical nature. It can also be quickly integrated into established communication programs of any company that is pursuing foreign promotion. In addition, web marketing will make company advertising more effective, quicker and more real-time when it comes to providing it to the customers.

They will never be matched with the value-effectiveness of email marketing, no matter how cheap the traditional advertisement and business promotion media will offer. Marketing materials such as press advertisements, booklets,

leaflets, and banners require considerable budgetary outlay. In the other hand, email marketing, along with being cheap, is online, continuously evolving and easy to introduce. With the globalism of the Internet, comes a strong benefit and other essential aspects of the email marketing. Wherever a person is, or wherever the person wish to meet, email marketing is paving the way for a regional business promotion strategy. Boundaries in email marketing aren't obstacles. Email marketing is a customized means of consumer recruitment and advertisement. It helps the person to form a special bond with the prospects. Like other advertisement and advertising outlets, email advertisement can be segmented in terms of its target demographic, which ensures that individuals can be separated into smaller, more oriented lists. That also offers the brand ads a more personalized style. Email marketing is a fully developed and well-used technique to encourage business via emails. It is value-effective, quick to carry out and can have a positive effect on the promotions. Email marketing is not a substitution for the other marketing efforts but it supplements them incredibly well. A well run and successful email marketing strategy will increase the pool of clients and contribute to customer satisfaction. Repeated hearing from the client, with good material, teaches readers of the larger importance of business, particularly if they follow the consumer advice and see it working for them. Although email marketing comes with lower costs and higher productivity, this can only be accomplished by careful preparation and implementation tuning to higher business performance levels.

E-mail marketing has long been viewed as untrustworthy, and unwelcome marketing contact types for consumers. Currently, its reputation has improved and is considered as one of the most important marketing practices involved in developing the brand, strengthening customer relationships, acquiring new connections and supporting selling business. For the business environment, the Internet is critical for executing marketing strategies, and can touch a far greater number of consumers than conventional marketing, provided that their numbers is still increasing. To effectively introduce e-mail marketing, the client will at the outset of the program set a specific target and select the correct metrics. The results of testing represent a basis to improve frequently used metrics designed to evaluate email campaigns on the Internet.

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