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# Is Email Marketing still an effective way to market to potential customers

digital business podcast range



# EMAIL SPAM

Has been an ongoing problem for a number of years.



# Email Marketing Lifecycle.

1. Originally Email Marketing was **to introduce a marketing** feel to what were text based emails.
2. Email Marketing platforms then became abused and the **introduction of SPAM** came about.
3. Now Email can **effective when used in a targeted way** an be a useful tool to have in your marketing strategy.



Email Marketing should now play a useful part in every **Marketer's Toolbox.**

# Why use email ?

1. To **Promote** or **Sell** something
2. To provide **News & Updates**
3. For sharing **General Information**

The effectiveness of an email campaign is primarily based on who you send it to.



1. Exciting Customers
2. Newsletter Sign-ups
3. Cold List of People



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