

A Detailed Study on Merits and Demerits of E-Mail Marketing

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Abstract: *This paper primarily explores the functionalities of email marketing and internet buying. Email marketing is currently one of the most advanced and effective tactics and strategies employed in the field of marketing. Contemporary information and communication technologies facilitate the transmission and dissemination of electronic messages with utmost precision and excellence. Email marketing campaigns also contribute to increasing sales in electronic retailers and efficiently and legally reaching out to customers. However, there are certain disadvantages to email marketing that pose challenges for selling and promoting using this communication tool. This study aims to analyze the key advantages and downsides of email marketing in order to identify the factors that contribute to its success and avoid potential problems*

Keywords: online shopping, communication, targeting efforts