

# What are the Most Significant Benefits and Drawbacks of Email Marketing?

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**Abstract:** *This essay largely discusses the functions of email marketing and online shopping. One of the most cutting-edge tactics and marketing strategies used nowadays is email marketing. Modern information and communication technologies also make it easier to send and circulate electronic communications with the greatest level of accuracy and quality. Email marketing efforts also aid in boosting sales in electronic stores and effectively and lawfully targeting clients. Even yet, there are a number of drawbacks to email marketing that make it difficult to sell and promote using this communications platform. In order to analyse the success aspects of this marketing by avoiding these drawbacks and gaining from all of them, this study focuses on examining the most significant benefits and disadvantages of email marketing.*

**Keywords:** Online Shopping, Communication, Targeting Efforts

## I. INTRODUCTION

Email is regarded as the most modern and reliable marketing and e-commerce channel.

On the internet, this method for exchanging digital communications is the fastest. Additionally, users may choose to save the messages they have received in their message boxes for later viewing. Given that the use of networks on the internet has increased, including the use of email sites—the most significant of which are Yahoo and Google Gmail—here, one of the best, oldest, and most effective techniques of marketing through email has just come to light. Email marketing is becoming more widely acknowledged as a powerful internet marketing tactic. Among proponents and the worldwide electronic corporations, product promotion via electronic mail is a superior commercial marketing strategy. The international reports in this subject confirm that the new wealthy in the globe may use social media or email to advertise to and draw in clients. Each advocate or organisation that used legal and professional electronic communications to promote their goods and services online made thousands of dollars every month on average. Email marketing is often seen as fantastic marketing strategy to draw clients and the demographics that their e-mails are aimed to, as well as to persuade people to purchase a certain product in accordance with their requirements and preferences. decision about the. The most crucial considerations when selecting a company are their client database and email addresses. interested category to the website or the advertised goods. Moreover, it might be responsible for running the commercial advertising of a certain product to specific data groups, by the system of affiliation or partnership or to the middleman of a commission granted offer a product personally to a suggested buyer who is looking for it. If utilised appropriately, in the right context, and at the right time, email campaigns may be a powerful marketing tool. Because so many customers keep in constant touch via email apps on portable devices like mobile phones or workplace computer automation to stay updated on the electronic communications they receive, email marketing is regarded as one of the most crucial instruments of communication on the internet. Targeting clients and encouraging the greatest number of them to engage in a purchase of a product involves skills and organisation in the selection of the database that enable successful outcomes. Every person in the world has unique problems and goals in certain areas. As a result, each person's product is well-defined and has a clear aim. It is well known that email is quite popular among the various internet user demographics; thus, it must function properly in order to protect the recipient from irritation from receiving promotional emails and messages. It must thus make a distinction between random and bothersome e-mail marketing. Kaur R. and Singh G.'s (2017) innovative method to internet marketing in electronic commerce demonstrates the necessity of this innovation for advertisers. E-marketing aids in marketing via e-mail and wireless media in addition to being used to promote marketing via the internet. The most current and most successful type of commercial marketing nowadays that strives to boost sales and legally and efficiently target clients is termed email

marketing. Since they can effectively target the targeted demographics and advertise their goods to millions of people every day, the wealthy of the world are those in this field. This article might be regarded as a study of the benefits and drawbacks as well as the key elements of email marketing success. As a result, it is essential to use trustworthy techniques to provide the key success aspects for this email marketing campaign.

## **II. THE MOST IMPORTANT ADVANTAGES OF EMAIL MARKETING**

The majority of email marketing's benefits serve as the cornerstones for starting online marketing and advertising initiatives for businesses. We list the following as the most significant of these benefits:

### **2.1 The User-Friendliness of Email Marketing**

Direct electronic mail communication with customers is possible through email marketing. A common strategy used by companies to contact clients is email marketing. Email marketing is the practise of promoting goods and services through email. It facilitates the growth of relationships with prospective clients and consumers. One area of internet marketing is email marketing. A business can send a promotional message to a group of individuals through email marketing. Messages may be sent and received using standard means, but professional technological marketing involves the use of current software to carry out email marketing campaigns. According to Payne A. and Holt S.'s study from 2001, which was supported by a survey of the literature, the idea of value has origins in a variety of academic fields, including psychology, social psychology, economics, management, and marketing. This review also verifies how many of the notions have similarities and differences among various sources of value. According to statistics and worldwide research, if professional marketing techniques have been utilised to promote electronic mail, proponents of the electronic society may be able to make large profits by increasing the sale of their products on a global scale. Additionally, we may send commercial messages to several recipients for promotion or advertising.

### **2.2 The Affordable Price in Comparison to Other Means**

Customers who have the choice of paying an intermediate fee will get fewer calls, but those calls will be more relevant to their interests, and they will be paid for them. When utilised with email, permission marketing hints at a development of direct marketing. Combining databases of clients who have consented to receive marketing emails with low-cost, personalised emails designed to cut through the noise of other advertisements, boost client loyalty, and alter behaviour. In general, sending electronic communications to the target client at no cost or at a cheap cost with excellent quality in accordance with their wants and worries. subscriptions on the paid servers and websites, which often come at a relatively modest cost compared to the use of the means of social communication.

### **2.3 The Correct Customer Targeting Method**

Phelps J. E. Lewis, R. Mobilio, L. Perry, N. Roman, and others (2004) compile the findings of three research that look at customer responses and reasons for email sharing. For advertising professionals interested in putting viral campaigns into action, implications for target selection and message development are examined, and recommendations for further study on computer-mediated consumer-to-consumer interactions are made for academic researchers. Given that so many people use email, electronic marketing has a big chance to achieve promotion at a reduced cost. We may also send a message that includes images, graphics, music, or video in addition to text. In order to offer them things or give them electronic communications, one may carefully choose the category and the targeted clients via email. To guarantee that you supply the information and the arrival of your commercial announcement messages for the intended clients, one may then separate their shipping list (by age, specialty, state definition, geographic region, and behaviours). In general, you must specify the content of the electronic communications as well as how to send them to clients who want to purchase this product if you want to target a certain instalment. According to the qualitative research, email marketing is expanding quickly and ought to be included in the total communication mix (Rettie, 2002). Due to its interaction and two-way contact, interviewees also thought that email marketing would be more successful as a tool for retention than for acquisition. The experts who were questioned emphasised the value of targeting and the application of permission lists. It is anticipated that the specificity and intensity of permission will also have an impact on response rate given that the latter ranges from double opt-in company-specific lists to pooled opt-out lists. Given the analyses,

choices for which customers to target, methods for doing so, and advice on how to develop relationships with the chosen clients, Winer R. S.

#### **2.4 Check the Calendar of Management of Campaigns of Electronic Announcements**

Online marketing, also known as online advertising, internet advertising, or web advertising, is a type of marketing and advertising that uses the internet to send people marketing messages that are intended to promote products or services. Online advertising is perceived by consumers as an unwelcome distraction with little advantages, and for a number of reasons, they are increasingly using ad blocking software. The start date of advertising campaigns is regarded as one of the primary factors in a campaign's success to promote email. A comprehensive set of solutions for the excellent quality management of the schedule of stop their announcement campaign and the effective operation of promotion campaigns are provided by a few tools and sites of email marketing. By using the suite, you may create a temporal calendar first for each campaign to announce for target consumers sought, then for their plan of announcement in function of the targeted public, and ultimately for their automated response to your communications. The study by Cruz and Fill (2008) seeks to fill this gap and to pinpoint the important factors that viral marketing experts feel should be utilised to assess viral campaigns. This is crucial because a generally accepted framework of evaluation criteria may aid in campaign and cross-campaign assessment, encourage improved effectiveness, and support best practises.

#### **2.5 The Monitoring and Study of the Effectiveness of the Campaigns of Announcement**

Modern marketing techniques such as internet marketing, email marketing, and online advertising all contribute to the success of organisations (Salehi, Mirzaei, Aghaei, & Abyari, 2012). Today, we no longer need to go to a market to find what we need. By using an online search engine, we may quickly discover everything we need without spending time or money. The findings of the study by Huang C.C., Lin T.C., and Lin K.J. (2009) may be helpful to marketing professionals who are thinking about using email marketing, particularly those who are in the process of choosing important email users and/or creating product advertisements to increase the eWOM effect. Given that many individuals keep track of electronic advertisements, it may be possible to follow the connection to the specific notification sent by email to clients. The purpose of the email is to inform you of the performance of your marketing campaign by assessing its rate of success or the efficiency of its announcement. In order to target the instalment needed for the purchase of the products in marketer, the study of campaigns for the announcement by electronic mail represents the level of success of the follow-up to the campaign by the target public, the participation of purchase and the error rate in the delivery of information by electronic mail.

#### **2.6 The Concentration on the Trademark of the Consolidation of the Campaigns and Broadcasts**

Dynamic content and custom fields were listed as the personalization features most frequently employed in the study by Jain Y. and Garg. R. (2014). Instead of an increase in the number of emails sent, this was expressed in many ways, such as greater segmentation and targeting. rather than expanding client lists, improving the quality of customer databases Personalizing emails with dynamic content based on user activity rather than sending out more and more broadcast emails. The notion of a product whose advertising has a benefit must be included if you want to win clients with more efficacy and the utility of their purchasing involvement. It is not just the interests of society and the rise in sales of the particular electronic store that are increased by a trademark; it also has a favourable impact on the business's interests away from online transactions. It is necessary to consider a number of factors when building campaigns and disseminating them, particularly the trademarks that are common for the majority of the targets. It is also important to emphasise the quality of the products by using logos, sponsors' names, the name of the company, a unique electronic signature, and the source of the information.

#### **2.7 The Creation and the Development of Relations with Customers**

Numerous personalization engines are supported by the architecture and are used by the customer interaction component. The rules established by marketing users can be used to show certain items or material to a certain sort of visitor or to give promotions to visitors. Due to the fact that email is more environmentally friendly than paper, the marketing process has become more complex in order to produce successful outcomes. This helps to lessen the

greenhouse impact thermal heating. The length of the message in the list and electronic message communication are both possible. The ability provided to businesses to select how they communicate with their customers is the heart of the information technology revolution and, in particular, the World Wide Web. More effective consumer relationships may now be developed by businesses online than in the real world. The creation of a base and a list of addresses necessitates a database on their target customers, which takes into consideration the list of their current customers in your list of messages and your good relationship with them. They also need to be aware of their customer's expectations up to the provision of necessary electronic products. Additionally, it must be updated of the most recent changes to your business and product in order for the advertising and distribution process to go without any hiccups. The process of creating message lists, growing and improving customer relationships fast and effectively, tracking outcomes and meeting consumers' wants and requirements were all made possible by email marketing.

### **2.8 The Speed in the Management of Campaigns and Measure the Results**

Marketers have started to realise that they may mimic offline advertising strategies online in response to this expanding channel of communication. The internet offers all three, and it is always appealing to interact in a method that is simpler, less expensive, or quicker. The promptness of message delivery, where messages are sent in a matter of seconds and are followed up on to determine if recipients of electronic communications have received them or not as well as any outcomes. The efficacy of announcement messages can also be evaluated. An environmental specialist, known as the "Advocate," launched a social marketing campaign. Co-workers were motivated via email marketing to practise ecologically friendly habits at home. Email was utilised as a one-way communication tool to encourage customers to take action and to subtly represent that activity as the societal norm. Email was employed as a two-way communication tool to get participants' commitment to take action. Additionally, we can assess how quickly advertising emails are accessed and confirm that the notice has been received. The management of a dissemination campaign or the process of sending a message to a large number of email recipients over a period of time depending on the transmission programme or the speed of the transmission server in the process of transmission by the volume of email sent each day. The value of email may be seen as a rapid, effective, and high-quality tool for managing online marketing initiatives.

### **2.9 The Deceased of Time and of the Place of the Administration of Campaigns of Announcement**

One of the key components of electronic marketing is an efficient way to find out what the targeted audience thinks through follow-up announcement campaigns that promote high-quality marketing. Thus, we may give the advertiser the opportunity to hear from customers about their feedback, wants, and ideas regarding his electronic ads or products. The takeoff Internet access, a smartphone, or a PC are all required for email marketing. Directly promoting a commercial message to a group of individuals via email is known as email marketing. In general, you may use the administration of your marketing campaign to implement your campaign's announcement and consumer communication in any location and at any time you want.

### **2.10 The Performance and the Proliferation of Voluntary and Automatic**

Email marketing is a type of direct marketing that makes use of electronic mail to reach audiences with promotional or fund-raising communications (Fariborzi & Zahedifard, 2012). It gives consumers the option of returning in which mail is available, giving them a fantastic opportunity to spread electronic adverts. The user has the option to automatically or voluntarily select the email message or commercial operation he wants to send, along with the ability to express his opinion and talk about the product that is the subject of marketing. The satisfaction-retention link is critically examined in the study by Hennig-Thuran T and Klee A (1997), and a more complete understanding of the customer's sense of quality is developed. A company's profitability and long-term competitiveness are sometimes viewed as being dependent on how well its customers are satisfied with its goods or services. A strategy for improving a marketing effort is offered (Wardell, 2006). An study of a client's transaction data is first carried out. the process of automatically sending messages of the primary ways of promotion in a successful and high-quality manner to all target buyers for all of time.

In order to describe the key advantages and positive aspects of this quality in the marketing in the following points, the importance of marketing via electronic mail was represented to the usage that was governed to the ways of marketing of

items on the internet. It doesn't cost much to implement advertising campaigns and announcements, to gain more customers every day, to increase the number of visitors to your website, to advertise via electronic messages, to send newsletters, to respond to changing conditions, to monitor customer inquiries, and to follow their interests in information. Email marketing is an efficient way for businesses to accomplish their goals because of the quick arrival of electronic messages, the accessibility of campaigns for announcement by electronic mail evaluation, the simplicity of communication with all targeted customers, the ability to send advertisements for his career or your service in electronic messages, and the speed at which advertising campaigns are carried out. In order to build a market of global electronic commerce that is open to all items, which are to be promoted, the cheap cost of managing campaigns and marketing budgets, the promotion of the products via receiving messages to millions of people every day.

### III. THE MOST IMPORTANT DISADVANTAGES OF EMAIL MARKETING

In their 2012 study, Ellis-Chadwick F and Doherty N.F. examined a sample of permission-based e-marketing campaigns and a wide range of executional components. This study has a lot of shortcomings but offers significant new insights into the executional strategies employed in email marketing campaigns. In particular, it was not able to investigate the real efficacy of such initiatives from the standpoints of consumers or retailers. Additionally, Bucklin R.E. and Sismeiro C. (2009) analyse the characteristics of click stream data, highlighting their main advantages and disadvantages for marketing research. The use of this approach improperly will undoubtedly cause blockage and the failure of commercial promotion, notwithstanding the excellent quality of service given by email to its supporters and electronic enterprises. Additionally, the most significant drawbacks of this method of marketing are the flaws in email marketing. Therefore, the following points can be used to describe these drawbacks:

Some recipients of these types of marketing emails are chosen at random, which results in a lack of interest and the deletion of the message.

- The excessive and illegal usage of customer address databases.
- The conversion and promotion of fictitious goods that aren't sold on international marketplaces.
- The existence of phoney firms claims ownership of a well-known and high-quality product, and does so through user deception, illusory effort, and ex gratia compensation.
- The ability to delete communications without interfering with consultation.
- The announcement and advertising campaigns were poorly planned and addressed to those who had no interest in the goods.
- The campaign's goals have had detrimental effects.
- Since many of the conservators who sell the illusory are present on online networks, it is important to make the best decision possible before promoting a particular product.
- The pace and methods of deception used by advocates and clients to maintain the illusion without receiving money for a commission on work or services.

A respectable response rate from email surveys and direct marketing via email is typically regarded as infamously challenging. A security organisation worldwide electronic wishes of the legality of work on the networks of the internet and the follow-up of all excess are generally and in compliance with the laws now in effect in the world are present in the developed nations. In several nations across the world, any criminal offence committed against another person or business can be prosecuted if it is reported in his official legislation. For instance, if Africa was the aggressor and the United States was the victim, electronic security would be able to draw the accused to American justice. Some businesses are eager to implement processes like forcing the user to enter a mail that already exists in the kind of property check and include messages with links to deactivate the site that interacts with him or remove the subscription. As well as in the form if there is any legal exceeded it located the complete cancellation of the subscription and the website on the networks of the internet, and that even to save legal prosecution for the evidence to interfere with the people through the electronic mail at random, and to emphasise the movements which have to preserve the rights of the user, the movement CAN-SPAM Act of American in 2003, and which requires marketer a legal other of a fine of \$1 million. Additionally, the worldwide electronic system security organs that safeguard the legal standing of public relations, work goods, trademarks, and promotional and electronic marketing activities. The fact that these monitoring organisations are available to anybody in the globe who wishes to file an international complaint.

#### **IV. THE FACTORS OF SUCCESS OF E-MAIL MARKETING**

The key driving forces for online buying were covered in the studies by (Dheeraj & Pars, 2017; Kaur & Singh, 2017). The addition of customer information to the subscriber list, which enables you to maintain constant contact and frequent communication with them via the direction of marketing and promotional activities, is one of the key success aspects of email marketing. The following measurements' summary represent the primary criteria for starting email marketing campaigns (Figure 1):

##### **4.1 The First Step: Access to Programs e-mail Marketing**

By engaging and downloading marketing programmes via email, the first step is initiated from the outset. Therefore, these programmes serve as the foundation for the addition of data from your target audience as well as the one from the gathering of email addresses and other information about site visitors in exchange for anything you offer gratis or in exchange for payment. Additionally, there is a lot of software available on the internet network that helps with the effective administration of email marketing and promotion campaigns, allowing you to select the ones that work best for your budget. The management of advertising campaigns for marketing is typically accomplished through the use of special programmes by the Email, which enables you to create a list of titles for electronic messages addressed to a large number of target customers before developing and programming a number of these automated messages known as automatic responses or email unique. These programmes also make it easy to track statistics, find out how many people have read and opened your electronic communications, and see how subscribers and customers engage with the companies' goods. In order for the content of messages delivered to consumers to meet their needs, it is often important that the programmes used in email campaign are made public on the fundamental principles of promotion and orderly transmission. Therefore, it must consider how well the subscriptions in your message lists are gathered and organised. In order to guarantee that the job is more precise and targeted in terms of time and the person needed, it must also be on the commitment of equal times during the sending to customers procedure. Global companies that use electronic communications have acquired ad hoc solutions that set a schedule for all of the activities involved in sending emails. Whereas the effective application and governing legislation of these programmes led to the growth of electronic sales and the effectiveness of marketing and advertising efforts.

##### **4.2 The Second Step: The Free Presentation of an Offer none resists**

The free offer stands for giving site visitors an enticing character that cannot be abandoned to reading the announcement and entering into your own promotional page. A report in PDF format, electronic tiny books that can be downloaded, audio CDs, adverts, electronic sessions, films, and addenda of the visits are a few examples of the various forms that this free offer and ability to accept different formats might take. Through doing so, you may more easily draw in targeted customers for entrance and registration as well as increase the number of visits you have by email. When a consumer agrees to register on the free offer's website, they turn into a client interested in one of the concepts and products created for the free offer. Additionally, it helps to plan the activities in order to deliver targeted electronic messages to the list of recipients and maintain constant touch with the list of registered consumers. Additionally, it is necessary to carry out the e-mail message sending procedures outlined in the process organisation in order to give participants access to knowledge and practical goods in accordance with their preferences and interests and to track the market's development. In general, these email marketing initiatives contribute to the development of trust and credibility between the parties. With the use of this information, you may grab their interest and sign them up for free. The benefits of this free offer can be distilled down to a few key points, such as the time saved and increase in sales, the ease with which customer lists can be created and newsletters and advertisements sent as soon as a button is pressed, the ability to track the success of email campaigns used to promote products, the ability to find quick fixes for email marketing operations, and the ability to create message lists. This stage allowed for the insertion of an appealing free offer as an extra advantage of email marketing campaigns with valid authorisation. The databases and addresses for the quality of the consumers may be created primarily through the lists of the email marketing campaigns.

##### **4.3 The Third Step: The Development of a Series of Automatic Replies for the Electronic Messages:**

By using automated methods, we can take advantage of email marketing campaigns, and in this case, it entails sending advertising messages in a timely manner. A subscriber is immediately and automatically offered the option to receive

your communications and promotional offers by email. A succession of automated Email messages are used in this process, and some of the people who are being targeted will respond to them before the deadline. The initial response enables you to define your personality, present your work, and enable your audience to recognise the various types of information circulating. It also enables them to determine when you made the promotion and when it was successful, as well as the number of times to send your electronic messages. It will include this connection service for your no-cost offer or a thorough explanation for the subscriber on how to register or gain access to the offer that you are bringing. In this regard, attention should be paid to the goal of automatic client communication marketing and the use of legal programmes to change the automatic message sending in a timely manner. It is important to refrain from randomly bothering strangers or individuals you do not know, since this might put you in danger if the recipient is not interested in receiving this type of email. On the other hand, sending electronic mail II, III, and IV of two or three days after it must include a valuable collection of data, goods, or services from him or the company that are accessible over the internet's networks. Any overuse of electronic messages can result in sanctions from the owner of the site, such as the automatic closure of your site's messages or the cancellation of your subscription to his service for registered mail. If a complaint of inconvenience and breach of personal data was made against you, you may also be required to pay a fine or appear in court if the applicant followed you around and repeatedly accused you of inconvenience. The automated response saves you a lot of time, but it must be used ethically and with consideration for those working in the field or providing the service. In general, the process of making these kinds of communications is said to be simple and doesn't cost a lot of money to perform once you've made the scripts for automated transmission. This type poses a significant danger if it causes the recipient to get distracted, thus it must focus on the intended audience in order to allay the clients' worries about this kind of electronic communication. After the initial automated response, the subsequent messages are crucial in gaining your target audience's trust in the advertising campaign. This means that in order for your clients' subscribers to receive your electronic messages, the material must be of excellent quality.

#### **4.4 The Fourth Step: The Methods to Create a Continuous Plan for E-mail Marketing**

The significance of developing a continuous strategy Email marketing represents the development of relationships based on shared trust with each individual on the targeted list of people. This is done through the mechanisms built into the programmes that control how email marketing and promotion campaigns are sent out, how the sending is organised, how the content is chosen to match the preferences of the target audience, how product images are added, and how registration or electronic payment services are made available. This marketing strategy is regarded as one of the finest methods of marketing since it focuses on luring in a sizable audience meant to engage in the purchase of the products the sale of their and it uses advertisements through e-Zines (electronic newspapers) or special newsletters of the. Being in constant contact and meeting with selected customers on a regular basis is the major goal of this type of email marketing. When it comes to commercial product and service developers, it is of service to remind customers on a frequent basis about the electronic market's fluctuations and to remind them about your offerings and experiences. Additionally, research and innovation in techniques and tools for marketing and attracting customers based on their preferences. One of the most crucial ways to ensure the success of your email marketing campaigns is to clearly define your goals and create a comprehensive plan that includes all the necessary components, such as regular sending, high-quality content, the right kind of information or themes, and timely access to your customers and accurate information. Before starting any email marketing campaign, contact information should be collected. This should be followed by the creation of a database for the electronic addresses targeted with the identification of the customers who want the services you are offering, regular customer communication, and the provision of additional value through high-quality services that are tailored specifically to you. Last but not least, following the use of databases and the selection of email organisation software, one must avoid sending out spam that is unfavourable because it is sporadic, upsetting, and causes problems. If this occurs, one may be forced to either completely close their email account through an internet service provider's intermediary, pay a fine to the victim, or face legal action if they have caused a significant amount of repeated harassment. The best way to ensure that commercial items are promoted and marketed by email for those that are permitted to be mailed to consumers is to acquire a data base of subscribers to your commercial marketing services that has the addresses of your target market. Since everyone is receiving messages from an internet service provider of



this calibre, there may not ultimately be a need for anxiety regarding the promotion process. This will enable campaign management to proceed according to the law and provide favourable outcomes.

#### **V. CONCLUSION**

The results of the study by Fariborzi E. and Zahedifard M. (2012) provide some benefits and drawbacks of employing email marketing and demonstrate how they may be reduced by utilising various strengthening approaches. Commercial marketing and promotional materials sent via email for electronic items are thought to be the newest way to organise campaigns in order to draw in as many consumers as possible and generate commissions or other direct advantages. Whereas it has been said in international papers that are concerned with this topic that this form of advertising enables one to gain big financial benefits because it represents a significant worldwide market with millions of clients every day. Therefore, in this area of internet-based employment, it is necessary to supervise the promotion of expert commercial electronic items using techniques based on science and the expertise of qualified individuals. The employment of top-notch campaign management software is a must for the use of professional marketing strategies. The social marketing strategies of commitment, nudging, and social norms were used to create an email campaign (Artz & Cooke, 2007). There is potential for improvement, as evidenced by the research of Brandal H. and Kent R. (2003), which reveals that many permission-based Emails are not read and are not deemed to be interesting. Marketers should learn more about the preferences of their consumers and establish a relationship with them that encourages feedback. It must identify the main advantages of email marketing, including how simple it is to send and receive electronic communications. In terms of expenses, this form of commercial promotion is seen to be inexpensive when compared to other channels, including social media. Regarding the client target, it is necessary to focus on a certain category in a specific location so that they may purchase the product of their choice. With a focus on the trademark in the design of the campaigns and the publication for the target customers with the approval of the quality of the products subject to promotion for the recipient of this type of electronic messages, we must manage the time limits for managing campaigns for electronic products in the prairies. The most significant advantages of commercial marketing via email are thought to be the establishment and growth of relationships with customers, speed in the management of campaigns and the measurement of results, provision of the time and location of the management of announcement campaigns with the adoption of the performance and voluntary proliferation, and automatic. The developed nations, such as the United States, the European Union, and the Gulf countries, where the rate of participation for the purchase of electronic products is higher than in some other nations, are therefore able to take advantage of these conditions in the process of promoting in a more professional manner and with positive results. Therefore, you could have made a lot of money through a commission or a total profit from the sale of electronic goods, but in developing nations, you cannot be sure that the sales will be as you want them to be since most people lament the lack of material resources and the application of contemporary techniques. The American market, the European level, and the Gulf are generally regarded as the best global markets, with a developed digital economy and cutting-edge technologies available in the factors of success and making profits, but underdeveloped nations continue to ignore this type of world trade, so that it can judge the nature of scam and fraud and where there is a lack of confidence because of the environment ignorance and poverty who may not promote as this type of electronic commerce. The most significant drawbacks of this type of email marketing include the obnoxious and random email campaigns, the excessive and illegal use of customer address databases, the conversion operations and shell company websites that fail to pay affiliate commissions, the irregularity in the sending of electronic messages, and the deception of affiliates and clients through illusory means. Adopting the following measures is one of the crucial elements for the success of email marketing, and they are summarised as follows. The first step is to obtain marketing programmes by email that are represented by legal methods of managing marketing and promotional campaigns, the second step is to implement an irresistible free offer in order to draw the most visitors to your website and desired target customers, the third step entails a series of automatic responses to electronic messages and the adoption of the automation of sending electronic messages, and the fourth step is to implement all of the above. The fourth step is regarded as the most significant in the methods of developing a continuous plan marketing by direct mail and authorised to him and to prevent methods at random that cause the proponent of the legal issues, where it can be the penalty for the misuse and operating to fully close your electronic account staff by the distributor of the internet and to pay a financial penalty for the victim or for the judicial follow-up for the repeated harassment. In order to supply items

for them in accordance with their interests, the Email marketing is regarded legal and targets people who want to get this sort of Email. As a consequence, they automatically engage in accordance with their preferences. If utilised properly and legally, this sort of advertising enables one to refer to the world's rich archaeological heritage and gain significant financial benefits while avoiding areas of fraud and the use of protectionist marketing techniques.

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