

A Study on the Effectiveness of Email Marketing

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Abstract

Email Marketing remains one of the most effective ways to advertise on the Internet! However, as the usage of this method is expanding, it is becoming increasingly difficult to launch a successful email campaign. Today there are many regulations that form various boundaries on this form of marketing. Also, a lot of competition that may minimize the exposure. Direct E-mail Marketing is the fastest option for sales. Email is so versatile and relatively simple to organize, as long as your data base is in good shape. This is the fastest media to generate new business avenues & push the sale. A study has been conducted using Descriptive research. The sample design used in this survey is “Simple random sampling” with a sample size of 200 respondents. Primary data is collected from the colleges which use e-mail marketing as a marketing tool using formulated questionnaire.

Keywords: E-mail, Marketing, Direct Email.

Introduction

Email Marketing is probably one of the effective ways to attract new customers by keeping touch with existing ones and minimizing operating cost. E-mail Marketing campaign includes features like creating a relevant data base for your target market by internet search, writing effective mail, a message to increase response rate & to send a message at one-to-one bases, not in bulk mail style. It provides a complete data base of the companies to whom they mail and also handle E-mail marketing campaign at a specific time or specific time interval, and have better control over your email marketing campaign strategies. E-mail marketing is a form of direct marketing which uses electronic mail as a means of communicating commercial or fundraising messages to an audience. In its broadest sense, every e-mail sent to a potential or current customer could be considered e-mail marketing. However, the term is usually used to refer to: In its broadest sense, the term covers every email you ever send to a customer, potential customer or public venue.

Benefits of Email Marketing

An Essential Web Marketing Tool to boost your clientele, Email Marketing is an extremely powerful marketing tool. Email is valued by users for timely, rich and enticing information and advertisements. Email is a very versatile medium. Formats range from simple text to HTML & rich media. Content can be one-size-fits-all or

highly customized. Frequency can consist of fixed, frequent intervals or periodic intervals, with transmissions occurring only when something newsworthy comes along. Email marketing is a form of direct marketing which uses electronic mail as a means of communicating commercial or fundraising messages to an audience. An effective email marketing strategy includes content and frequency planning, creative and content development and usage of a spam-free deployment system as well as email campaign tracking, analysis, and reporting.

Statement of Problem

In the present scenario, most of the people are not aware of the uses of e-mail marketing and its services. Many surveys are being conducted all around the world to know the level of usage of emails and its marketing services. Usage of the internet is now a vital part of any business class. Hence every college student is insisted too on having email id and communication is done the internet in most of the colleges. This is done to improve the fastest communication media among the people. Most of the students don't know how to respond to those e-mails which they are receiving. Most of them are aware of how useful is e-mail marketing in this present world. This survey finds out the effectiveness of emails and email marketing services sent to the college students in Coimbatore through a random sampling method. This survey also traces the features of emails sent and their responses according to their features.

Objectives

- To study the effectiveness of e-mail marketing among college students
- To find out the influence of email marketing features on the effectiveness of email marketing.

Review of Literature

DaBrian 2009, "Email Marketing immediate connectivity and instant promotion," Internet marketing is a very vast field. Companies are using this medium to reach to the educated class of customers and those who are using net facility frequently. Email marketing is highly specific, where Companies can introduce this marketing technique for immediate connectivity and instant promotion. Email marketing is one of those advertising techniques, which gives creates instant promotion within no time. Customers can understand that Email, and revert for any confusion.

Lisa 2009, "Is Email Marketing Effective Email," marketing can be extremely effective and is considered the most cost-efficient way to market products or services. Email marketing is a very popular way to advertise, and it is easy to see why. With automated services which will send your emails out for you, your business can save a lot of time.

Research Methodology

The research design used in this project is "Descriptive research design." The study is concerned with specific predictions, with the narration of facts and characteristics concerning individuals, group or situation. The sample design used in this survey is "Simple random sampling." Size of sample: 200 respondents. Primary data is collected from the colleges which use e-mail marketing as a marketing tool using formulated questionnaire. Tools used are Correlation and Regression. Data analysis is done with the statistical tool called SPSS.

Statistical Tools

Correlation I

- E- mail marketing is a powerful tool for marketing
- Email marketing is more attractive among college students

Correlation II

- E- mail marketing is a powerful tool for marketing
- Email Marketing Generate Immediate Response

General Hypothesis for Regression

H0: There is no influence on one considered factor on the other factor

H1: There is an influence on one considered factor on the other factor

Findings

- The study clearly states that 91% of the respondents receive emails and only 61% respond to those emails.
- Young generation finds e-mail marketing an effective one at present scenario. Students feel that e-mails which they receive provide more information about the outside world.
- Students receive job alerts often which helps them to get to know about their future career options. Attractiveness towards emails creates an effective email marketing process.
- The features of emails influence making email marketing as a powerful tool for marketing.

Conclusion

The study clearly states the acceptance level of email marketing among college students. There are both pros and cons in email marketing from the marketer’s side which makes the respondents not to respond in a greater way. People use emails often, and they do receive emails often, but the respondent level is not up to the mark. The emails and its feature are marvelous. The remarkable feature about email marketing among college students is the mails regarding job alerts. Email marketing could be made effective by building a proper relationship with the customers. In a nut shell, the result about the study is as follows, “Emails usage is very effective among college students whereas accepting emails as a marketing tool is not as effective when compared with the usage of emails for other purposes.”

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