**Email Marketing:**

* Email marketing is the use of email to promote a company's products and services or to connect with the customers.
* When it's done well, email marketing is an effective sales driver.
* When it's done wrong, email marketing can come across as spam that annoys customers.

**Why Email Marketing is Important:**

Email is a paperless way for you to keep recorded accounts of the correspondence between you and your business contacts. Email conversations and the attachments that accompany them take up less space in your email account than they would in paper form in your office filing cabinets.

**What is email marketing, and where did it begin?**

The first email, sent by Ray Tomlinson in [1971](http://www.computinghistory.org.uk/det/6116/First-e-mail-sent-by-Ray-Tomlinson/) or [1978](https://www.smartinsights.com/email-marketing/email-communications-strategy/email-marketing-evolution/) depending on your source, marked the beginning of the modern communication era. The message was nothing special, a series of numbers and letters that looked more like a password than a message, but its significance was profound.

The email was sent from one computer to another, traveling through a network of machines not unlike the internet we know today. Tomlinson also introduced the "@" symbol in email addresses to the world.

Gary Thuerk, a Marketing Manager at Digital Equipment Corp, sent the first commercial email years later, where the message reached a list of email addresses. And voila, [email marketing](https://mailchimp.com/marketing-glossary/email-marketing/) was born. There were only a few hundred people on the list, but that was enough for Thuerk to claim the mantle, "Father of [Spam](https://mailchimp.com/marketing-glossary/#spam)."

Today, we're inundated with [email marketing campaigns](https://mailchimp.com/features/email/), and yes, some of it still feels spammy, but there's no denying the impact a well-crafted message can have on your customers—not to mention [CRM](https://mailchimp.com/crm/what-is-crm/) and lead nurturing.

Email marketing helps you connect with your [audience](https://mailchimp.com/resources/grow-your-email-marketing-audience/) to promote your [brand](https://mailchimp.com/resources/the-basics-of-branding/) and increase sales. You can do a lot of things with emails, like sell products, share some news, improve your [cart abandonment rate](https://mailchimp.com/features/abandoned-cart/) or tell a story.

With Mailchimp’s campaign builder, it’s easy to find the right [email templates](https://mailchimp.com/features/email-templates/) for any message—whether you’re welcoming new subscribers, notifying customers of a sale, or wishing someone a happy birthday.