

## **Some Things to Avoid in Email Marketing**

Like a fine craft, there are a bunch of things to put into serious consideration when dealing with email marketing. Overlooking such things usually leads to horrible failures and loss of interest in recipients down the road or even worse, it might hurt your credibility as an email marketer. My purpose in writing this short list of pointers is to provide you a "boot camp" on things worth avoiding in your email marketing ventures.

### **Avoid Fixing Typographical Errors on Email Addresses**

It may sound kind of dumb but don't attempt to fix that small, seemingly harmless typo that you may find on your list of newsletter subscribers. It goes on without saying that email addresses are a private matter, not to mention a very delicate one. Now you may ask "does it really matter?" or "they won't even see me so why not?" Yes it does matter and most certainly you don't want anonymous people randomly touching your things without permission. So take email addresses as intangible personal possessions. As tempting as it may look, do not dare or even bother fixing these errors. If you happen to see one address that bounces repeatedly, simply remove it from your list.

### **Avoid Email Marketing During the Holidays**

People tend to be away from their computers and not check their emails on a regular basis during the holidays so chances are, your recipients are doing the same. This means that they won't be able to read your valued newsletter and it will just end up flooding their inboxes along with other newsletters they had possibly signed up to as well. Considering this, you may want to imagine how they'll treat it once they opened their inbox: a "bunch of random garbage clogging up space" which gets deleted in the process, your newsletter included. This is why you, as an email marketer, should refrain from sending your marketing campaign on special holiday seasons most notably during Christmas as it may only leave your campaign gathering digital dust.

### **Avoid Carbon Copying Recipients**

It's not only annoying - it's also an eyesore. Take some much-needed discretion and take a personalized approach on your newsletters. Fall short on this critical part and you'll end up not only losing your subscribers but your dignity as well. BCC those deliveries, mi amigo! You'll be glad you did.

### **Avoid Including Images That are as Big as Texas**

It may all look nice and clear on your favorite photo-editing software program but can your recipients say the same after seeing one of these humongous, space-eating images right in front of their faces? Tone them down to a smaller, more appropriate size and treat them as just accents to your newsletter. Put everything in moderation. You don't want to lose your precious content space over an out-of-place, oversized image, do you? Your campaign content is the key here plus images are practically useless if your recipient's email client

blocks such things.

### **Avoid Ignoring Results**

You may be a hardworking email marketer but all your efforts will be put to waste if you don't consider the results. Take time to track and review feedback to make sure your campaign is still worth it or maybe it's about time to switch to plan B.