

Some Thoughts About the "No-reply" Email

The Big Picture

It is highly inevitable that once you send out your newsletter to your list of subscribers, a good chunk of them will have burning questions that are likely needing immediate, fast attention. Their first impulse: hitting the reply button and painstakingly typing-in their inquiry. But alas you had this 'unsociable' email address as the placeholder sender for the newsletter, meaning they won't be able to send a reply. That will utterly leave your subscribers frustrated and may be a potential cause for loss of sales - especially for a small and steadily-growing business. That doesn't sound good, does it?

You see, having this 'no-reply@your-domain-name.com' as the aliased sender totally beats the basic purpose of the very medium used to propagate newsletters: the electronic mail system. As you might have gathered, electronic mail, often abbreviated as email, e.mail, or e-mail, is a method of exchanging digital messages. Having an 'unreliable' email address posed as the sender makes the communication one-sided: you do all the talkin' and your recipients can't even respond back. An "exchange of digital messages" will not be achieved in this case. Moreover, you'll be missing out on getting free, honest feedback from customers. Yep, you heard it right. Just in case it's not known to you yet:

Email replies are free feedback!

Letting your customers reply to the emails you send saves you time looking for genuine feedback. You are also able to get specific ones like what they're looking for, the problems they're trying to solve, and their current business situation - all of which are vital when coming up with new features and improving upon your current marketing strategy. Furthermore, it will strengthen the bond you have with your subscribers, thus, making them more loyal to you and your business.

And nothing sounds better than knowing your recipients won't be frustrated anymore.

The Big Question (or Why Do Some Still Do It?)

You might be puzzled why big companies (such as Amazon.com) still use the "no reply" scheme. For the most part, they do so because they have an established brand-name. They are so highly confident on it because they are so aware that people will recognize it almost immediately. They know people crave for their business and their products. To put it bluntly, they're just being lazy. Boo.

No matter how big a company may be, they have no reason to be lazy. Marketing is a serious matter and customers make up a huge chunk of the success of a company. They should be given options - lots of options, actually. Leaving out the option to reply immediately to a newsletter, for one, would be a serious mistake.

Good luck on your email marketing ventures!