

Email Marketing Success 2

By Dianne Salmon

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How often should you send your email message to your list? Daily, weekly, monthly? How is one to gauge the appropriate number of times to send out your message? We all know that people are becoming busier, and have less time to read emails. Most emails are skimmed over if read at all.

You might be asking yourself why someone would subscribe to your list if they aren't going to read your message. Maybe they subscribed to receive the free report or ebook you were giving away. Anyway people just don't have time to sit and read emails all day.

Which brings us to the question. how many times have you clicked the unsubscribe button? Why did you click it?

Was it because you were receiving too many emails from the list owner? I've unsubscribed from some very informative lists. Why? Because the list owner sent me and whoever else was on their list 3 to 4 emails per day.

With all the other emails I receive each day, I became irritated receiving 3 to 4 emails from the same person in one day. I'm probably missing out on some good information, but I can see those list owners soon losing their lists. So how often should you send your email messages out?

Daily would be too often because you run the risk of irritating your subscribers. Weekly may also be too often. So why not monthly? Well if you send your message out monthly your subscribers might not remember who you are. I subscribed to a list that belongs to a well known internet marketer and received a confirmation email of my subscription. But I didn't receive another email from him for about a month. When the email did come in I had to think about whether I had subscribed to the list or not.

So if daily, weekly and monthly aren't successful doesn't it sound reasonable that bi-weekly would be a good choice? You're not bombarding your list with too many emails, and you're not leaving to chance that your list might forget whom you are. You are more likely to be successful with your email campaigns sending your message out bi-weekly.

This article was written by Dianne Salmon owner of <http://www.choiceresources.com>

I hope that you have found this article to be informative and helpful. If you liked this article please feel free to use it on your website or send it out in your newsletter. All I ask is that the article remain intact and that the following be included after the article:

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