

What is Email Marketing ?E-mail Marketing is a form of direct marketing which uses electronic mail as a means of communicating commercial or fundraiser 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: - sending e-mails with the purpose of enhancing the relationship of a merchant with its current or previous customers and to encourage customer loyalty and repeat business, - sending e-mails with the purpose of acquiring new customers or convincing current.