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E-MAIL AS EFFECTIVE CHANNEL OF MARKETING COMMUNICATIONS

E-mail marketing is a commercial message to a group of people using e-mail. In its broadest sense, every e-mail sent to a potential or current customer could be considered as e-mail marketing. It usually involves using e-mail to send ads, business request, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness. E-mail marketing can be done to either sold lists or a current customer database. Broadly, the term is usually used to refer to sending e-mail messages with the purpose of enhancing the relationship of a merchant with its current or previous customers, to encourage customer loyalty and repeat business, acquiring new customers or convincing current customers to purchase something immediately, and adding advertisements to e-mail messages sent by other companies to their customers.

Using marketing the following targets can be achieved:

- Increase in overall sales volume

E-mail marketing helps reanimate inactive prospects and turn them into active customers. At the same time, it can warm up cold contacts and convert them to returning customers.

- Increase in average revenue per customer

The easiest way to grow revenue is to cross-sell and upsell to existing customers with e-mail marketing.

- Build a loyal customer community

E-mail marketing efficiently helps communicate with existing customers, which contributes to customer retention.

- Beta test of new products and services

When launching new products and services, their beta test on existing loyal customers can be conducted to collect their feedback and tailor further marketing efforts to reach new customers with maximum efficiency.

The article is devoted to theoretical essentials of e-mail-marketing as an effective tool for business support, which fosters close relationships with existing customers and helps attract new ones. The article also provides differences between e-mail-marketing and spam. Considered types of e-mail-mailing as the main tool of e-mail-marketing, and also singled out criteria of compiling messages. Determined the potential reaction of users to the direct mail from companies of various spheres of economy activities. Overviewed indexes of effectiveness evaluation of channel marketing communications, including conversion as the most frequently used indicator.