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## **BASIC ERRORS DURING WORK WITH PUBLICITY E-MAIL DELIVERY**

Email-marketing came in our life together with the Internet. Advertising of commodities develops very quickly. Now present itself in place of those, who gets your deliveries.

Before to begin a campaign on the postal advertising, it is at first necessary to define a having a special purpose audience. These can be women, parents, young people or elderly people. It is needed to understand their preferences. Present that you talk with them, and then write down words which they would use. But even the most beautiful and carefully selected words will not be brought by successes, if you will not choose «necessary» people from your list of addresses. If you sell lace linen, your audience must be more senior than 23 years.

Take away the list of addressees, that he corresponded your necessities. It is difficult to convince people, that they need your product. And yet more difficult to satisfy of that a product needs him now. It is necessary to take away people. After a selection time comes for writing of the letter. At first designate aims and adhere to them at writing. In reverse case a recipient will lose interest during reading.

Well think above heading. You will remember that you feel, when they see a letter-head. It is necessary, that a reader wanted to read your letter as quick as possible. A desire to read publicity suggestion causes the letter-head exactly. Heading, directed on satisfaction of interests of recipient can interest. There are a few recommendations on drafting of maximally «working» title of the letter:

- Interrogative heading, on which recipient gives a mental positive answer. Rule of receipt of the first «yes», which program on a positive to all material;

- Practical advice. Many people did not get out of the habit from exact incremental instructions, counting them unreservedly correct: «Whip off 10 kg for two weeks!». True, this reception is so often used by spammers, that to use them it is needed neatly.

- You study to apply strong words or phrases. For example: «True about .», «Yes! It .», «Only present .», «Facts talk that .».

- Reviews, recommendations or social proof. Opinions of ordinary unknown people on this question. A little, but necessary detail is a necessity of pointing of concrete co-ordinates, because your opinion stops to be the review of the real man or woman;

- An appeal is important to the action. Main benefit from a product to convert into a motive to the action for the improvement of health: «Order now!», «Subscribe to our delivery!», «Registered and will get bonus!»

Don't worry, that your report will please not all. In fact it will be read in 4 times plenty of addressees, getting him, as compared to an analogical message, but written without of these 5 governed.

A price is not important, if you know that you acquire for this price. Describe all advantages of commodity. By the end of the letter a recipient must say itself, that he cannot live without your commodity.

A price must not plunge into shock. If you sell plush toys, a price must be conformable. Many people don't buy an ordinary teddy bear for \$100.

Since a potential buyer read your letter, it is important to mention, what a potential buyer must do, if he decided to purchase a commodity, - instruct him about further actions.

First test the delivery on a few addressees, change a letter for each, if consider necessary. For many the postal advertising is empty waste of time and money. But it so must not be for you. If you will understand basic errors and will endeavor to avoid them, success will be after you.

It is in conclusion desirable to say, it is not needed to forget that all these exercises are created for approaching you to your future clients. It is better to produce delivery for users, giving on this consent (becoming interested by it), otherwise a letter can be automatically considered Spam.