

Email Marketing

Marketing

Why email still outperforms, and what destroys a list.

Building and keeping a list.

Builds it

A clear, honest promise at signup

Genuine value in every send

Segmentation by behaviour

Easy, obvious unsubscribe

Consistent, predictable cadence

Destroys it

Buying or scraping addresses

Sending more than promised

Ignoring engagement decay

Hiding the unsubscribe link

Reusing the list for unrelated offers

Educational reference. Consent requirements differ by jurisdiction; several require explicit opt-in before any commercial email.