

Lesson no. 2: Types of Email Marketing

1. TYPES OF EMAIL MARKETING

a) OPT-IN EMAIL:

Opt-in email is any commercial email sent to people who have specifically signed up to receive it. Permission, in this respect, is clear-cut. If you have a list based on people who have signed up to receive emails about travel in general but not your travel agency, it doesn't qualify as specific permission.

EXCITING UPDATES TO OUR APP



1

MODCLOTH IS A *Pinterest* PIONEER!

Our app is one of the first to give you the power to pin. Pin items from our app by 6 p.m. PT on 5/23 for a chance at a \$200 gift certificate. The top 10 most-pinned items will go on sale, too!

2

REVIEW ITEMS ON THE GO

We love hearing your first-hand feedback, & it's easier than ever to share straight from your iPhone® or iPad®.



3

YOUR PICS OF OUR PIECES

Fashionable fan photos from our Style Gallery now appear right on the product pages, so you can easily discover unique ways to style an item!



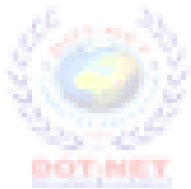
Make sure your push notifications are on so you don't miss a thing!

GET THE NEWEST VERSION



b) BULK EMAIL SPAM:

Spam is any email sent for commercial purposes without permission from the receiver. This means that if you're sending emails to your friends, family and colleagues, it does not qualify as spam. However, if you're sending a batch of emails to people who never asked to receive them from you, promoting your latest line of shaving products, you're most definitely sending spam.



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