

# Use email, don't abuse it

If you're like me, you've been bombarded by email for the past several days. First, it was all about Black Friday deals. Then it was the Cyber Monday deals. And today, it's about Giving Tuesday.

Now, I am not against getting deals or giving to good causes. And I think using email marketing is very effective given that people generally opt-in, and are willing to receive your stuff.

**But I am against email marketing *abuse*.**

Because it's an absolute abuse of your list to send too many emails in too short a time span. It overwhelms people.

*@DBMC my inbox is vomiting. It's bad*

*– Jan-Michael Sacharko (@JanMichaelDC) November 29, 2016*

Enough said.

The bottom line with abusing your email marketing privileges is that it will be counterproductive. Too much email (especially from the same sender) makes people hit delete. And some may even unsubscribe.

Use email wisely. Don't abuse it or your list's good faith.