How not to do email marketing

My inbox is under attack. In just the last couple of days, I have received no less than 15 emails from either the same sender or with the same subject line.



A barrage of junk

The first one came in on Sunday at 3 a.m. from “Emma Thompson” with the subject line “New customers looking for your services.” When I opened it, it said someone was seeking PR services. I deleted the email because I thought no serious agency would be sending out emails on Sunday at 3 a.m.

Later that morning, I got an email from “Kate Potter” with the subject line “Web designer quote.”

And then an email from “Mia West” with the subject line “New customers looking for your services.”

And then at least ten more emails throughout President’s Day from “Kate Potter” with alternating subject lines:

- “Mobile Software Developer Quote”

“Photographer Quote”

“Packaging Designer Quote”

“Web Designer Quote”

Interspersed were two more emails from “Mia West,” subject: “New customer looking for your services.”

Notice a pattern? Same sender and/or same subject line.

This is lead generation?

I opened some of these email and found they all came from a supposed lead generation outfit called Bark(dot)com. This “company” found my website and copied my contact information into their database, and then began “contacting” me.

Perhaps Bark(dot)com is a legitimate business, but it doesn’t act like it. In fact, it is acting in a downright shady manner. Its marketing “method” is more like a spammer’s than that of a legitimate business’ email marketing technique.

If it acts like spam…

What makes these emails look and act like spam, and therefore be wholly ineffective:

- Sending during non-business hours and days
- Sending the same email time after time
- Sending way too many emails in too short a time span
- Sending emails that are not relevant and not personalized

Update

Since writing this post, I received six more emails, making it over 20 emails in a 48-hour time period.