

Enewsletters

How many of you use enewsletters? I bet a fair amount do, and a larger amount receive many enewsletters each day.

Certainly enewsletters are more environmentally-friendly than printed newsletters, and are more timely, since there is no lag time getting to a printer. And for sure, enewsletters are cost-effective, costing nothing to a few centers per newsletter. But, and this is a big but, are enewsletters effective in achieving their objective?

An newsletter intends to inform or to promote or both. There are internal and external enewsletters too. Some serve as employee communications, others as corporate communications.

What I am wondering is with the overwhelming amount of information (email, Twitter, Facebook, RSS feeds, blogs, news aggregators) that we are exposed to each day, are enewsletters serving their purpose? Or have they become one more piece of nuisance in our inboxes? I am not sure, but I sure would like to hear your opinions. Vote in the poll or send me thoughts in the comments.

[polldaddy poll=1714351]

