THE ESSENTIALS OF TODAY'S MARKETING 2

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The Essentials of Today's Marketing-2

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CONTENTS

PREFACE **3**

SEARCH ENGINE OPTIMIZATION (SEO) and SEARCH ENGINE MARKETING (SEM) **7**
Ali OSAN

METAVERSE MARKETING **25**
Buket BORA SEMİZ

SOCIAL MEDIA INFLUENCER MARKETING **43**
Cansev ÖZDEMİR - Özel KILIÇ

METAVERSE MARKETING IN THE DIGITAL AGE **63**
Dilek AYDOĞDU

RETENTION MARKETING **89**
Emine Pınar SAYGIN

INFLUENCER MARKETING **105**
Özlen ONURLU - Gözde KANDEMİR ÇOMOĞLU

MARKETING RESEARCH **117**
Güliz AKSOY

INTERNATIONAL MARKETING (Challenges and Competition) **129**
Hatice GENÇ KAVAS

ARTIFICIAL INTELLIGENCE IN AGRICULTURAL MARKETING **145**
İbrahim ALKARA

GUERRILLA MARKETING **169**
İlknur AYAR

E-MAIL MARKETING IN ALL ITS DIMENSIONS: LITERATURE, SERVER SELECTION, AUXILIARY TOOLS, SAMPLE CODING AND DESIGN **183**
Muhammet DAMAR

AFFILIATE MARKETING **211**
Semih OKUTAN

POST MODERN MARKETING **229**
Şerife SALMAN

AVATAR MARKETING **241**
Tolga TORUN

SCENT MARKETING **261**
Volkan TEMİZKAN

AGILE MARKETING **275**
Yakup ERDOĞAN - Gürkan ÇALIŞKAN

SEMIOTIC MARKETING **291**
Yaşar GÜLTEKİN - Zuhal ÇİLİNGİR ÜK

INBOUND AND OUTBOUND MARKETING **311**
Meysure Evren ÇELİK SÜTİÇER

DEMARKETING **327**
Özlen ONURLU

DIGITAL MARKETING **343**
Ramazan ASLAN

E-MAIL MARKETING IN ALL ITS DIMENSIONS: LITERATURE, SERVER SELECTION, AUXILIARY TOOLS, SAMPLE CODING AND DESIGN

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Introduction

Developments in internet technology bring advantages that make our lives easier for us in many areas. Many businesses use the internet as a marketing tool in order to gain more market share and gain customers in their intensely competitive markets with this reality. Our e-mail, which is realized through the Internet and reaches the other party's mailbox in line with predetermined marketing targets, becomes a very critical marketing tool for us. According to data from TurkHost (2022), the number of e-mail users worldwide is around 4.03 billion and approximately 306.4 billion e-mails are sent every day. Despite the growing popularity of messengers, chat apps, and social media, e-mail has managed to remain at the center of digital communication and continues to grow every year. By 2025, the number of global e-mail users is expected to reach a total of 4.6 billion (Statista, 2023b).

Businesses are always looking for ways to communicate with their customers easier, cheaper and faster. The Internet embodies all three of these sought-after features (Gedik, 2020). The incredible change in information technologies and the rapid transformation of internet technologies have forced businesses to change. With the pressure of technology, competition in the market and consumers, businesses have restructured their processes. Meanwhile, the Internet has emerged as an important marketing tool. With its advantages for both consumers and businesses, it has been accepted by everyone and has started to spread rapidly (Özdipçiner, 2010).

In recent years, due to changing market conditions and consumer needs, it has become a necessity to communicate with consumers faster and more quickly. With the Internet becoming one of the most useful communication tools, e-mail marketing, one of the direct marketing techniques, has become an important method of communicating with consumers (Uydacı, 2004). People now access information much faster. As a result, the purchasing behavior of users in the developing digital world is changing. In this change, the creation of content by users with web 2.0 technology has been one of the most important turning points in the history of digital marketing (Gökşin, 2018).

In terms of digital marketing tools, e-mail marketing has many advantages. The main advantages can be expressed as promoting your products or services, creating interaction with your brand, driving traffic to

your site, gaining more customers, turning one-time buyers into loyal followers (TRWIX, 2021). Other advantages are that it is very cost-effective, has a fast and high return rate interaction, the likelihood of the message being seen, that is, the rate of reaching your customer is high, and it can create marketing strategies and activities by creating profiles suitable for your target market. In addition, being able to evaluate the results of your activities and finding the opportunity for personalized interaction and promotion are other prominent advantages of e-mail marketing (EGBİLİSİM, 2021).

In this section, the e-mail marketing approach, which has an important place among digital marketing strategies from past to present, will be discussed conceptually, the prominent studies on e-mail marketing in the literature will be analyzed with the bibliometric method, and examples of templates and codes used for sample e-mail marketing will be presented. In addition, important points to be considered while doing e-mail marketing will be evaluated. It is desired that the study will be a comprehensive evaluation article that continues to exist in the field of digital marketing without losing its importance with the introduction of the internet into every aspect of our lives.

E-Mail Marketing as a Concept and Some Statistics

Electronic marketing can be defined as the delivery of products or services from seller to buyer via electronic mail. One of the sub-methods of electronic marketing tools that has never lost its importance and function over the years is e-mail marketing. Direct mails sent electronically instead of traditional postal service are called e-mail or electronic mail. E-mail marketing or e-mail marketing is the use of e-mail services to develop relationships with existing customers or potential customers and to promote products and services (Çetinkaya, 2021).

Çetin & Tiltay (2021) stated that e-mail marketing is an electronic marketing tool that emerged with the development of the internet. These messages, which can be supported by many visuals or textual interaction or sound, are more remarkable than those on paper and ensure that the message to be given to the customer is perceived correctly. In addition, this method of marketing eliminates many of the problems that can occur in the traditional distribution of advertising brochures. It also saves a significant amount of

time. In addition, this system also provides the opportunity to reach people when they are not at their workplaces and to communicate interactively through an electronic communication network (Uydaci, 2004).

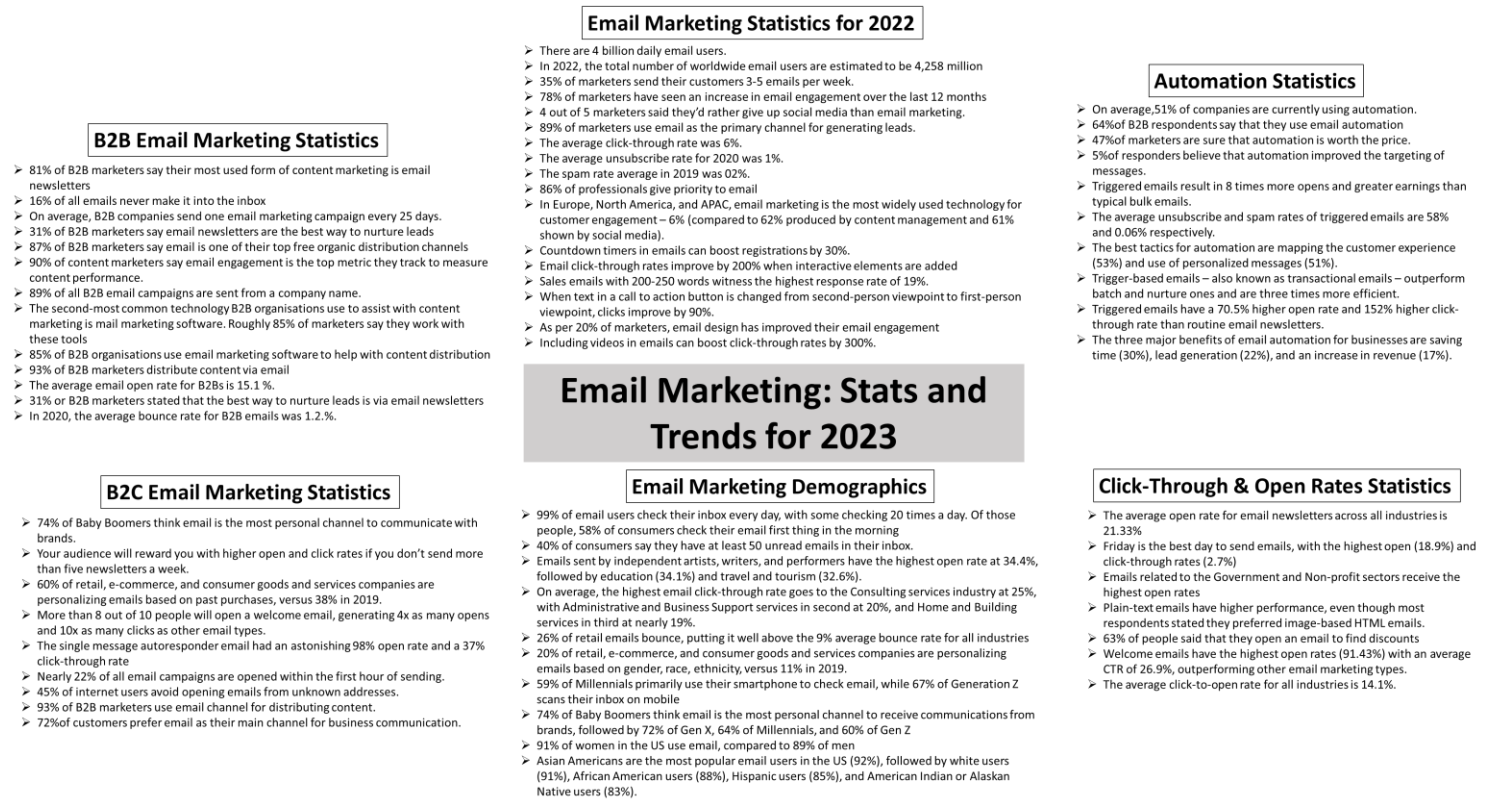
Within the framework of marketing science, there are three types of e-mail message content. Businesses should develop strategies by distinguishing these three groups from each other in e-mail marketing practices. The first one is messages for communication purposes. This feature constitutes the first purpose of electronic mail. Second, messages with information content. At the forefront are messages that inform, educate and raise awareness of the consumer. Hidden advertising is also used in these messages. The third is direct advertising e-mails. Such messages are used for purposes such as bringing the product to the forefront, notifying an important date such as the opening date of a business, informing about campaigns and mobilizing for purchase (Haşıloğlu & Süer, 2010).

E-mail marketing, which has become the center of attention with the reshaping of all communication tools in our digitalizing world and especially with Web 2.0, is a much more strategic, planned, measurable and highly interactive form of communication compared to the communication tools of the past (EGBILİSİM, 2021). In recent years, it is thought that marketing methods will change dimensions with the metaverse technology, which is the most current trend of the Internet, Web 3.0 and virtual reality perception (Damar, 2021).

According to Gedik (2020), e-mail marketing is an online marketing technique that uses e-mail to send advertising or commercial information. E-mail marketing is an extremely attractive marketing tool for businesses with its low cost, high return on investment and the advantage of creating brand loyalty. Deniz (2002) defines e-mail marketing as the use of e-mail method by businesses in communication, promotion, sales and marketing activities by utilizing the Internet environment in order to realize marketing activities in a more effective, efficient, fast and comprehensive manner.

O'Neill (2022) provides a comprehensive assessment of e-mail marketing. The findings from the researcher's evaluation that will contribute to our study and will be of interest to researchers are compiled and shown in Figure 1.

Figure 1. E-Mail Marketing: Stats and Trends for 2023



Sources: O'Neill, (2022)

E-mail components refer to the parts that make up an e-mail and what these parts mean. The relevant components are stated below respectively (Okay, 2011):

- *"From":* The address and name of the sender of the message. Although it automatically appears as a person's name here, it is also possible to send with another person's name.
- *"To":* The address and name of the recipient of the message. It shows to whom the message is sent. When sending the message, it is possible to send the same message to more than one person by typing another address after putting a comma "," between the typed address.
- *"Subject":* Refers to the part of the message that contains the title summarizing the content of the message. It is generally remembered later and helps to separate messages. It is recommended to be written ethically.
- *"Date" Unit:* The local date and time when the message was sent. Usually the sending server or messaging program automatically adds this time.
- "*Body":* This contains the message itself and the user signature in general.
- *"CC, Carbon Copy":* Allows the message to be sent to other recipients in addition to the original sender.
- *"Blind Carbon Copy":* Also known as Blind Carbon Copy. Recipients written here may not appear in the message. It is ethically appropriate to use this field for informal messages sent to many people. This type of recipient concealment can also protect against spam.
- *"Reply":* Used to reply to a message from a specific address.
- *"Reply All":* Used to send the replied message to all addresses written in the "To and CC" section of the incoming message.
- "*Forward, Fwd":* Allows an incoming message to be forwarded to another address.
- *"Attachment":* Files sent in addition to the text. Files can be attached in many different formats such as audio, image, video, text.

Evaluation on the Studies in the Literature

E-mail marketing is an important digital marketing tool that entered our lives especially, in the nineties. Under this title, an evaluation of the studies

on e-mail marketing in the literature will be presented from a bibliometric perspective. For the analysis, the most important data source in terms of bibliometric databases such as Web of Science is taken as a reference.

The words used for our search words are as follows: “e-mail marketing” or “mail marketing” or “e-mail marketing”. The related search was conducted on 20/03/2023. As a result of the search, 220 documents were accessed on the Web of Science Core Collection.

Table 1. Main Information About Marketing Publications Bibliometrics Data

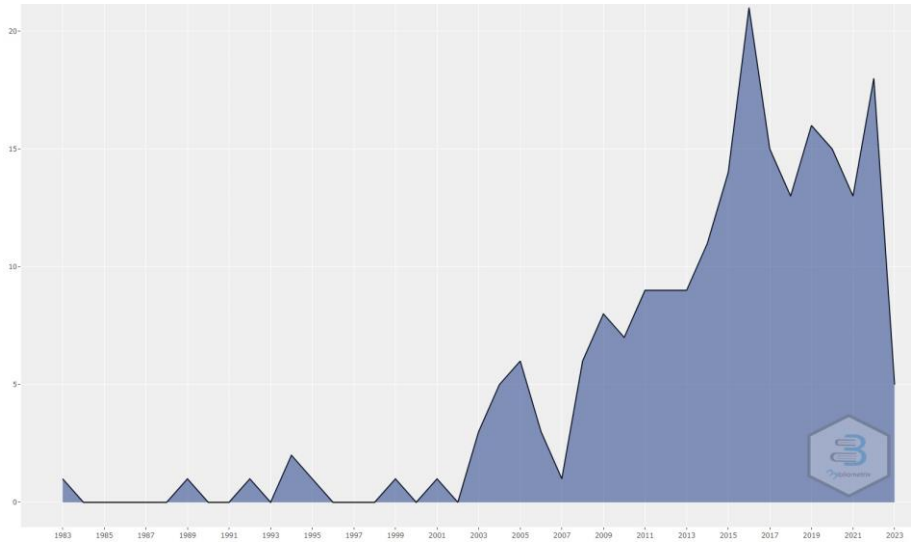
Properties	**Value**
Timespan	1983:2023
Sources (Journals, Books, etc.)	179
Documents	220
Average years from publication	8.48
Average citations per documents	13.83
Average citations per year per doc	1.522
References	6470
article	141
article; book chapter	7
article; early access	4
article; proceedings paper	2
book review	1
editorial material	2
proceedings paper	59
review	3
review; early access	1
Keywords Plus (ID)	351
Author’s Keywords (DE)	690
Authors	639
Author Appearances	696
Authors of single-authored documents	40
Authors of multi-authored documents	599
Single-authored documents	42
Documents per Author	0.344
Authors per Document	2.9
Co-Authors per Documents	3.16
Collaboration Index	3.37

The distribution of the related documents according to their types is as follows: article (f:154, 70.00%), proceeding paper (f:61; 27.72%), book chapters (f:7; 3.18%), early access (f:5; 2.27%), review article (f:4; 1.81%), editorial material (f:2; 0.90%), book review (f:1; 0.45%). Most of the studies were conducted in English (f:214, 97.27%). Other languages are as follows;

Russian (f:3, 1.36%), Italian (f:1, 0.45%), Portuguese (f:1, 0.45%), Slovak (f:1, 0.45%).

In the analysis of the funding status of the studies, the United States Department of Health and Human Services (f:11, 5.00%), National Institutes of Health USA (f:7, 3.18%) National Cancer Institute USA (f:6, 2.72%), National Science Foundation (f:5, 2.27%), United States Health Resources Service Administration (f:5, 2.27%), Fundacao Para A Ciencia EA Tecnologia (f:3, 1.36%) come to the fore. Health institutions have an important place among funding institutions. The number of publications produced over the years is shown in the figure below.

Figure 2. Documents Produced on E-Mail Marketing Over the Years



According to the results of our Web of Science search on e-mail marketing, the first study in the field of e-mail marketing was published by Garfield (1983) in Current Contents magazine in 1983 with the title “Junk Mail and Targeted Direct Mail Marketing-There Is A Difference”. The second study was presented in 1989 by Smart et al. (1989) at the Summer Educators Conference On Enhancing Knowledge Development in Marketing under the title Videolog Retailing - How Effective Is This New Form of Direct Mail Marketing.

Published in 1992 by Fischer & Byers (1992) in the Journal of Systems Management, published in 1995 by Walker in Cd-Rom Professional (Walker, 1995), published in 1999 by Dysart, J. in Die Casting Engineer (Dysart, 1999), it is seen that the studies accelerated in the 2000s and 15 studies were carried out in 2021, 20 studies in 2022 and 6 studies in 2023, although the current year is not over.

Of course, it should not be overlooked that the rapid spread of the internet at the end of the nineties and the introduction of personal computers into every home and workplace had a great impact on this (Hudák et al., 2017; Gedik, 2020). Of course, it is important to know what the institutions, researchers, and countries that attach importance to this field are in the literature on e-mail marketing, which is rapidly increasing in importance with internet technology, and to reveal the prominent discussions in the studies conducted in this direction in the literature. This information is explained below in order.

The Most Prolific Organizations and Researchers in E-Mail Marketing

The most intensively addressed country is by far USA (f:84, 38.18%). Then respectively; China (f:17, 7.72%), India (f:14, 6.36%), Australia (f:11, 5.00%), Romania (f:10, 4.54%), Spain (f:10, 4.54%), Finland (f:8, 3.63%), Canada (f:7, 3.18%), Portugal (f:7, 3.18%), Croatia (f:6, 2.72%), England (f:6, 2.72%), Taiwan (f:6, 2.72%), Czech Republic (f:5, 2.27%).

Although there is no significant difference in the ranking of the institutions, the ranking is as follows; California State University System (f:5, 2.27%), University of Illinois System (f:5, 2.27%), Adobe Systems Incorpereted (f:4, 1.81%), Alexandru Ioan Cuza University (f:4, 1.81%), Ministry Of Education Science of Ukraine (f:4, 1.81%), National Institutes of Health USA (f:4, 1.81%), State University of New York SUNY Buffalo (f:4, 1.81%), State University of New York SUNY System (f:4, 1.81%), University of Illinois Urbana Champaign (f:4, 1.81%), University of Michigan (f:4, 1.81%), University of Michigan System (f:4, 1.81%), University of Pennsylvania (f:4, 1.81%), University of Texas System (f:4, 1.81%).

Researchers who produced the most intensive studies on e-mail marketing (publications produced, institution information); Quick, Brian L.

(f:4; University of Illinois Urbana Champaign), Lorente-Paramo, Angel-Jose (f:3; Universidad Politecnica De Madrid), Melville, Nigel P. (f:3; University of Michigan), Chaparro-Pelaez, Julian (f:3; Universidad Politecnica De Madrid), Plice, Robert K. (f:3; San Diego State University), Pavlov, Oleg (f:3; Worcester Polytechnic Institute), Hartemo, Mari (f:3; University of Turku),Choi, Kelvin (f:3; National Institute of Health National Institute on Minority Health & Health Disparities), Madlenak, Radovan (f:3; University of Zilina).

The most productive organizations in e-mail marketing are California State University System (f:5), University of Illinois System (f:5), Adobe Systems Incorporated (f:4), Alexandru Ioan Cuza University (f:4), Ministry of Education Science of Ukraine (f:4), National Institutes of Health USA (f:4), State University of New York SUNY Buffalo (f:4), State University of New York SUNY System (f:4), University of Illinois Urbana Champaign (f:4), University of Michigan (f:4), University of Michigan System (f:4), University of Pennsylvania (f:4), University of Texas System (f:4).

Journals and Research Areas where Publications on E-Mail Marketing are Most Intensively Published

The journals with the highest number of publications on e-mail marketing and the research areas they are associated with are presented in Table 2 below.

Table 2. Most Published Journals on E-Mail Marketing

#	Journal	Research Domain	N	%
1	Journal of Research in Interactive Marketing	Business & Economics	6	2.72
2	European Journal of Marketing	Business & Economics	4	1.81
3	Journal of Marketing Channels	Business & Economics	4	1.81
4	Sustainability	Science & Technology - Other Topics; Environmental Sciences & Ecology	4	1.81
5	Econtent	Information Science & Library Science	3	1.36
6	International Journal of Early Childhood Special Education	Education & Educational Research	3	1.36
7	International Journal of Online Marketing	Business & Economics	3	1.36
8	Journal of Business Research	Business & Economics	3	1.36

9	Journal of Interactive Marketing	Business & Economics	3	1.36
10	Journal of Marketing Research	Business & Economics	3	1.36
11	Marketing Science	Business & Economics	3	1.36
12	Tobacco Control	Substance Abuse; Public, Environmental & Occupational Health	3	1.36

According to the clustering of the sources where the publications are published according to Bradford's Law, the sources in the first region are listed as follows: Journal of Research In Interactive Marketing, European Journal of Marketing, Journal of Marketing Channels, Sustainability, Econtent, International Journal of Early Childhood Special Education, International Journal of Online Marketing, Journal of Business Research, Journal of Interactive Marketing, Journal of Marketing Research, Marketing Science, Tobacco Control, African Journal of Business Management, American Journal of Public Health, Applied Sciences-Basel, Clinical Transplantation, International Journal of Computer Science and Network Security, International Journal of Electronic Commerce, Journal of Library Administration, Journal of Marketing Management, Management Science, Marketing and Management of Innovations, Transfusion.

As it is known, Bradford's Law shows which journals are core journals in a particular field (Vickery, 1948; Brookes, 1977; Alabi, 1979). For researchers in the field, our findings above can be expressed as a reference data on which journals readers should follow in the field of e-mail marketing. One of the interesting points in the table is that e-mail marketing is a topic that also attracts the attention of journals in Health, educational and ecology research areas.

It has been observed that there is no prominent congress for the paper type documents included in our study. In general, it was seen that papers were published in congresses organized under different topics such as information systems, web science, data security, higher education, business, management (For example; 1994 Symposium for The Marketing of Higher Education, 15th International Conference on Information Systems Development, 11th ACM International Conference on Web Search and Data Mining, 10th ACM Conference on Web Science, 6th International Academic Conference on Strategica Challenging The Status Quo in Management and Economics).

The research areas with the highest number of publications on e-mail marketing are given in the table below. The top five research areas are Business Economics (f:103, 46.81%), Computer Science (f:49, 22.27%), Engineering (f:18, 8.18%), Information Science Library Science (f:16, 7.27%), Social Sciences Other Topics (f:13, 5.90%). At first glance, it can be easily seen that e-mail marketing is a field related to business and computer sciences.

Table 3. Research Areas with the Most Publications on E-Mail Marketing

#	**Research Areas**	**N**	**%**
1	Business Economics	103	46.81
2	Computer Science	49	22.27
3	Engineering	18	8.18
4	Information Science Library Science	16	7.27
5	Social Sciences Other Topics	13	5.90
6	Education Educational Research	12	5.45
7	Communication	8	3.63
8	Public Environmental Occupational Health	8	3.63
9	Science Technology Other Topics	7	3.18
10	Environmental Sciences Ecology	5	2.27
11	Operations Research Management Science	5	2.27
12	Substance Abuse	5	2.27
13	Telecommunications	5	2.27

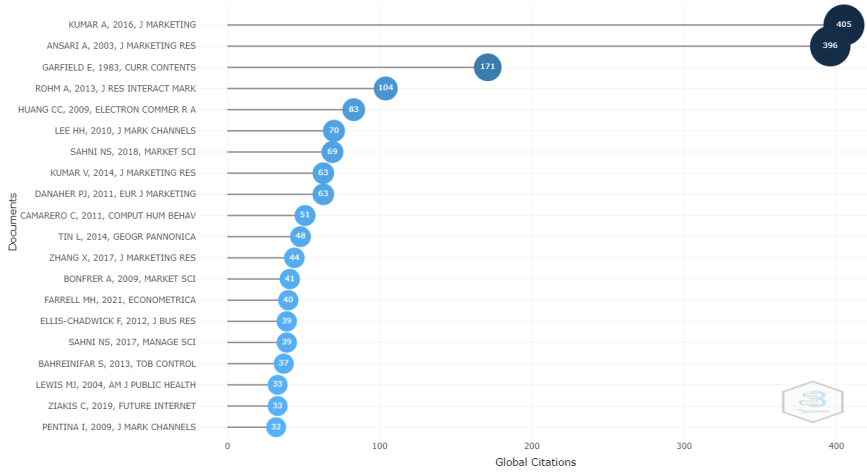
In the field of e-mail marketing in healthcare, smoking behaviors among young adults (Choi & Forster, 2014), how direct marketing affect young people behaviour on tobacco industry (Lewis et al., 2004), analysis of direct mail coupons for tobacco company marketing (Brock et al., 2015), tobacco industry direct mail and database marketing strategies (Lewis & Ling, 2016; Choi & Forster, 2014; Osman et al., 2019), digital marketing strategies and international patients' satisfaction (Al-Weshah et al., 2021), direct mail marketing for vaccination (Berg et al., 2004).

In addition, although not included in the table above, mail marketing articles on tourism as a sector have attracted attention with different topics. These topics are as follows; international hotel chains (O'Connor, 2008), digital tourism promotion (Floričić, 2018), medical spa marketing (Sadick et al., 2008), e-marketing practices from Jordanian tourism agencies perspectives (Al-Weshah, 2020).

Featured Publications, Subject Headings and Content Analysis in Publications on E-Mail Marketing

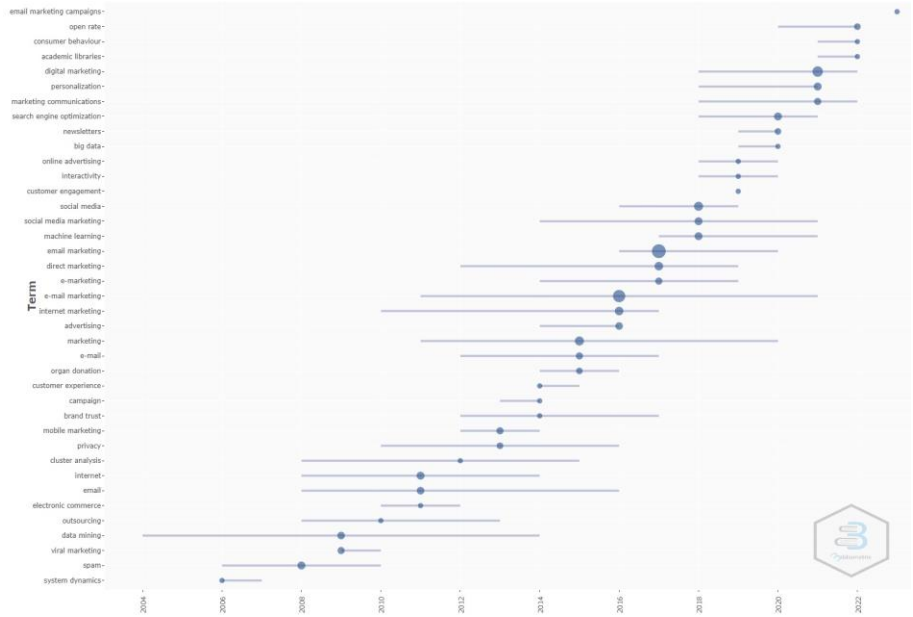
Figure 3 below shows the top 20 most cited works on mail marketing. The two most cited studies by far are Kumar's (2016) study titled "The effects of firm-generated content in social media on customer behavior" and Ansari's (2003) study titled "E-customization".

Figure 3. Most Global Cited Documents



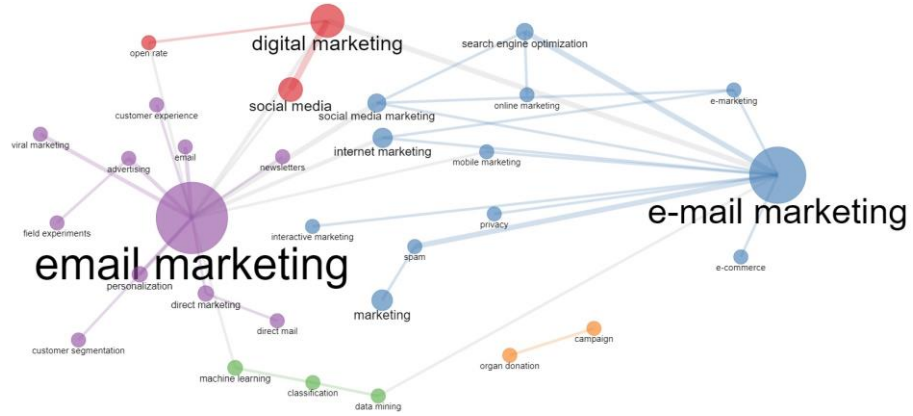
The two most cited works were published in Journal of Marketing and Journal of Marketing Research, respectively. The bibliometric mail marketing data we obtained in our study was also run for trend topic analysis. In the data obtained, it was seen that in recent years (2018 and later), the topics of e-mail marketing campaigns, academic libraries, open rate, customer engagement, newsletters, interactivity, search engine optimization, digital marketing, personalization, machine learning, social media were intensively studied (Figure 4).

Figure 4. Trend Topics Document For E-Mail Marketing Documents



Especially between 2010-2020; campaigns, mobile marketing, brand trust, direct marketing, and privacy are the prominent topics in this period. In the 2000s, internet marketing, viral marketing, outsourcing, internet, cluster analysis, system dynamics, spam, and data mining were prominent topics. Figure 5 shows the clustering and relationship of related topics according to research keywords.

Figure 5. Co-Occurrence Network for Authors Keywords



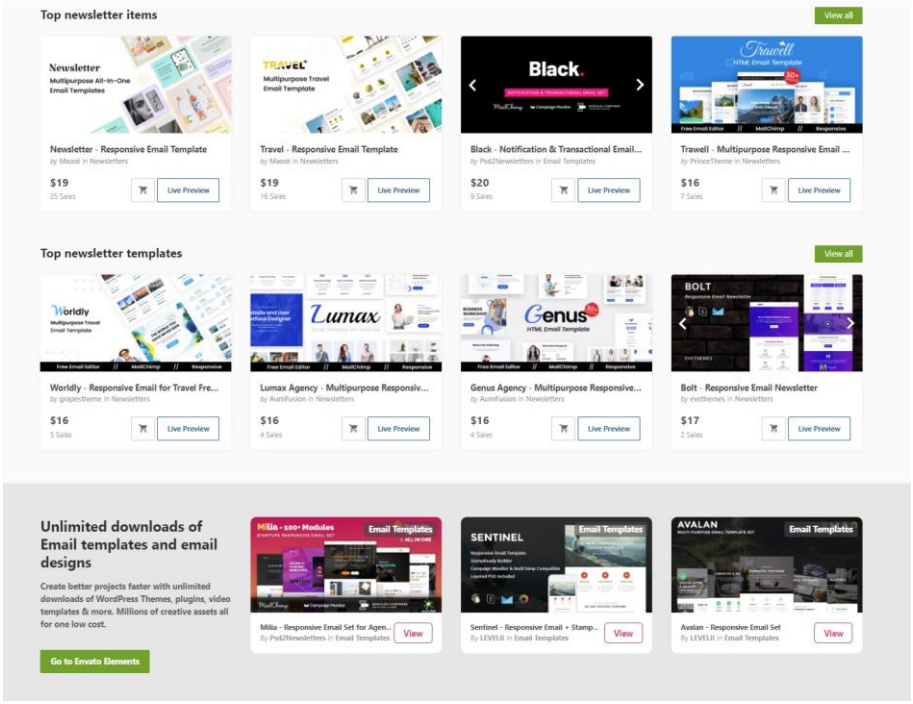
E-Mail Marketing Tools and E-mail Marketing Designs

A breakdown of worldwide promotional e-mails by sector as of October 2018 shows that while travel-related marketing e-mails had an open rate of around 28 percent, the highest open rate of promotional e-mails sent in 2018 was for arts and entertainment-related e-mails (Statista, 2023d). However, the use of visuals or templates that increase the click-through and user response rates of e-mails is very important. The use of templates in marketing campaigns attracts the attention of consumers and leads to more returns. In addition, the use of visual elements creates a more positive effect as it makes the content easier to understand (Çetinkaya, 2021).

One of the most important aspects of electronic marketing is the design of the e-mail content. The visuals and design of the e-mail should be pleasing to the eye, leave a strong impression, be in harmony with the message and text you are trying to convey, and reflect the image of your brand. At this point, visuals, maps and graphics reveal the message more clearly and powerfully than text. It should also be remembered that people read their e-mails on many different types of devices (Oracle, 2023).

E-mail marketing programs report in detail which addresses are correct, whose mailboxes are full, how many people opened the mail, and how many people clicked on the link. Sendpool, Sendpulse, Sendmail, Alibaba, Mailchimp, Amazon Simple E-mail Service, euromsg.com, emarsys.com and sendloop.com can be listed as prominent mailing companies (EGBILİSİM, 2021). As shown in the figure below, e-mail templates can be sold by many design companies such as ThemeForest to make your e-mail marketing more effective. E-mail design for e-mail marketing is as important as an electronic commerce website. The message to be conveyed should be clear, clear, and in a way that prevents the user from deleting it directly or reporting your e-mail as spam. At this point, as mentioned below, ready-made e-mail templates are marketed through many websites.

Figure 6. E-mail Templates and E-mail Designs



Sources: ThemeForest, 2023

Sample E-Mail Marketing Programming Code

Field researchers may sometimes want to write a program about e-mail marketing themselves and prepare and send content for the marketing strategy they have determined through this program and the mailing lists they have prepared. For this reason, by sharing a sample code block with you here, you are asked to see how it reaches the customer we have determined in this digital environment after the content is prepared for e-mail marketing.

The information of the relevant user triggered via a form on Table 4 is queried through the database and the prepared mail is sent. In the code block, it is aimed to simulate the process of sending a mail by accessing the database by triggering a form in a simple way for you rather than SQL injection or different security processes.

Table 4. A Sample Code Block Written in Php Programming Language

```
<?php session_start();
// Our session data needs to live between pages!  so we start with this code…
?>
<!DOCTYPE html PUBLIC “-//W3C//DTD XHTML 1.0 Transitional//EN”
“http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd”>
<html xmlns=“http://www.w3.org/1999/xhtml”>
<head> <meta http-equiv=“Content-Type” content=“text/html; charset=utf-8” />
<title> Sending the Mail for the Quality Unit </title>
</head> <body>
<?php
 require”../connection.php”; // include file for connection operations
// Information from the form
$kid = $_POST[‘kad’] ;
$konu = $_POST[‘konu’] ;
$icerik = $_POST[‘icerik’] ;
// Here we organize the content of the message to be sent by mail.
$mesajimiz = “Konu : “.$konu.”\r\n” .
“Message Content: “.$icerik.”\r\n”;
$e-mail=“kalite.birimi@toronto.edu.tr”;
// Here, on the other hand, it contains information about us and from whom the e-mail came from....
$headers = ‘From: You Have an Mail from the Quality Unit Data Collection System <‘.$e-mail.’>‘
.”\r\n”.’Reply-To: kalite.birimi@toronto.edu.tr’.”\r\n” .’X-Mailer: PHP/’.phpversion();
 //Sending Mail to That Person from the Database.
 $queryx=“select * from xkul where xkulid=$kid”;
 $queListx=mysql_query($queryx);
 $yazx=mysql_fetch_array($queListx);
 $gidecekmail=$yazx[‘xmaili’];
 $xad=$yazx[‘xkuladi’];
 $xsoy=$yazx[‘xkulsoyadi’];
 $mesajimiz=“Sayın <$xad>-<$xsoy>\r\n”.” You have an e-mail from the Quality Unit Data
Collection System”.”\r\n” .$mesajimiz;
// Our mail sending function, which is PHP's mail() function
$thankyouurl=“adminx.php?menum=8&param=param_8_1”;
mail( $gidecekmail, “New Membership Information:”,$mesajimiz,$headers);
 ?>
// Redirect to the relevant page after the mail process is completed with various java codes
// operation is performed.
<script type=‘text/javascript’>
            alert (“As Quality Unit, Your Mail Has Been Successfully Sent to the Related Person! “);
            window.location=‘adminx.php?menum=8&param=param_8_1’;
</script>
 </body>
</html>
```

After completing the relevant task under the form, it is provided with javascript codes to go to the specified page again with the messages given. The information of the relevant user triggered via a form in Table 4 is queried through the database and the prepared mail is sent. The code block is aimed to simulate the process of sending mail by accessing the database by triggering a form in a simple way for you rather than SQL injection or different security processes. After completing the relevant task under the form, it is provided

with Javascript codes to go to the specified page again with the messages given.

Of course, the content sent, the length of the message, the choice of visuals, and the delivery of the most appropriate message for our marketing strategy at regular intervals is of critical importance. However, after a certain period of time, e-mails sent from the same server to a large number of different mail servers may be perceived by the servers as an attack or a malicious attempt. Afterwards, the server you send your mail to may take its place in the IP Blacklist. If this IP address is also the same IP as the server of the site where you do electronic commerce, it can confront you with many bad situations, from Google ads, and search engines optimization algorithms, to browsers perceiving you as an insecure site while your customers are looking for you. In addition, another indispensable rule in the content of the e-mail sent is that it contains a link or process where your customer can unsubscribe from this contact list at any time.

E-Mail Marketing & Spam Mail Risk

Of course, e-mail marketing is cheap and effective. This attracts a lot of attention from marketers. Often the billions of promotional e-mails that marketers send every day can put a significant strain on servers. It is almost impossible to think about e-mail without considering the issue of spam (Statista, 2023a). Of course, we do not want to be on this list. This will be discussed separately. With spam filters, both users and companies such as Gmail, Hotmail, Yahoo, MyNet, which provide mail server services with special measures, take their own precautions against spam mail.

The most important advantage of e-mail marketing is that it is a marketing tool with low cost, short transmission time, and ease of tracking and analysis. In addition, it has advantages such as the ability to target marketing towards a specific age, gender, and personalization. However, as in every marketing model, e-mail marketing also has disadvantages as well as advantages. Although most companies do e-mail marketing to their own database or authorized data, some companies can send e-mails to unauthorized data that they have obtained or purchased in various ways (Erdem, 2018). This behavior causes seemingly innocent emails to be classified as spam mails due to user complaints and the attention of mail servers and the measures taken by both users and businesses providing mail server services.

According to Statista (2023a), spam accounts for more than 45% of e-mail traffic according to December 2022 data. Below on Figure, Monthly share of spam in the total e-mail traffic worldwide from January 2014 to December 2022, is presented. When spam mail traffic by country is evaluated, Russia accounted for the largest share of spam e-mails in 2022, with 29.82% of global spam e-mails coming from this country.

Figure 7. Monthly share of spam in the total e-mail traffic worldwide from January 2014 to December 2022



Sources: Statista, 2023a

Mail is an effective tool for many hackers who pay attention to information security. As mentioned before, it is desired to protect the end user with a layered security system. This applies not only to certain countries but also to every country and point where the internet accesses. Because everything starts with an e-mail that falls into your personal computer's e-mail account via e-mail. This beginning can be a marketing move, which is our focus, or it can be an effort by a malicious user to get your credit card information.

In 2021, around 20.03 million Germans (aged 14 and older) used the internet to send and receive e-mail (Statista, 2023c). The United States has the highest number of spam e-mails sent daily as of January 2023. On average,

about 27% of businesses worldwide experience four to six successful cyberattacks in a year, with 15% saying they have been the victim of more than 50 mass phishing attacks. More than half of companies said that these phishing attacks resulted in a breach of consumer or customer data (Statista, 2023a).

With the internet becoming increasingly accessible, the number of e-mails sent and received worldwide has increased every year from 2017 to the present day. In 2021, 319.6 billion e-mails were sent and received daily worldwide. This figure is estimated to increase to 376.4 billion e-mails per day by 2025 (Statista, 2023b). Therefore, spam mail will continue to be in our lives and in the next section, how to do e-mail marketing without entering the spam mail filter or spam mail classification will be explained in more detail.

Things to Consider for E-Mail Marketing

Gökşin (2018) emphasized the importance of determining the e-mail target and content, e-mail title, e-mail content, testing, market segmentation and delivery, personalization and measurement for the e-mail marketing process. He also emphasized the importance of the question of what the frequency of e-mail sending will be.

Email length is also an important issue for online users. In 2016, Boomerang conducted a comprehensive study of more than 40 million emails to determine which factors lead to the highest response rates. It found that emails with 50-125 words had the highest response rate at 51%. Above 2500 words, response rates dropped below 35%. However, subject lines of only 3-4 words had the highest response rate, while emails with no subject line had a 14% response rate (Moore, 2016). This shows that email length is as important as content in email marketing.

The most important point in e-mail marketing is to get users to click on your e-mail and read the content. Therefore, brands need to increase their e-mail click-through and read rates by using some strategies in order to deliver their e-mails to more people. In order to make a correct and effective e-mail marketing, the following are stated below (EGBİLİSİM, 2021);

- It should create authorized user data,
- The list to be sent should be analyzed in detail,

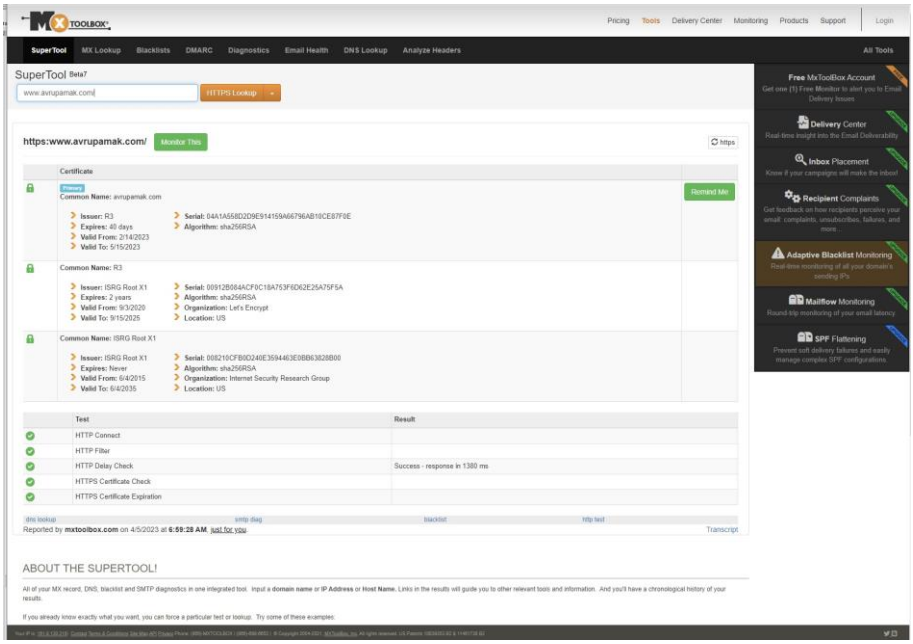
- E-mail content should be tailored to the relevance of the target audience,
- An effective title should be created in accordance with the content of the e-mail to be sent,
- The frequency of mailing should be determined correctly and the results should be analyzed well,
- E-mails should be compatible with mobile devices and content should be prepared accordingly,
- Submissions should not involve intense selling pressure,
- Spam content should not be sent,
- Users who are on your list and who have voluntarily unsubscribed from your list should not be persistent by sending e-mails again,
- Effective, striking and attention-grabbing headlines should be used,
- Standard or similar templates should not be used for each e-mail,
- The same product and service should not be sent more than once,
- Social media accounts should be included in e-mails,
- The e-mail sending time should be planned correctly and should not be sent in inappropriate time zones.

When it comes to e-mail marketing, it is critical and very important to send e-mails as often as possible without disturbing your customers. The main reason why it is important is to reach the customer as often as possible and to gain a place in their memory in accordance with our marketing strategy. Setrow (2023) stated that new companies should send an e-mail once a week and the number of e-mails should be based on customer feedback. This will require some trial and error. It is important to start slowly and see customer feedback here.

E-mails are also one of the main ways viruses spread. It is not recommended to open unknown file attachments (Okay, 2011). Many of the most important cyber-attacks in world history started with a simple mail. Therefore, companies that provide mail server services and users who are afraid of cyber-attacks avoid an attack by mail. For example; Melissa Virus, which was started with a simple e-mail, caused many companies to stop their activities with the traffic it created on the network. Even Microsoft was among the damaged companies, and it crashed the company's systems and left 80 million dollars of damage (Webtekno, 2022). At this point, it is important that we continue our activities without entering the spam list.

You can do many operations such as checking MX records, mail server IP blacklist control with MXToolbox. If you are going to receive a mail marketing service from a company, you can also compare server IP addresses here. We can even recommend you to do the same check on the website hosting service. Because being blacklisted is a big loss of reputation for a website or mail marketing tool.

Figure 8. View of a Sample Domain in the MXToolBox Blacklist



Sources: MXToolbox, 2023

Uydaci (2004) emphasized that for effective e-mail marketing; the importance of having voluntary registrations in the customer list, the importance of easy and safe unsubscribing from the relevant list, the need to tailor messages to customers, the importance of personalization practices, the need to create appropriate content, the importance of scalability of the system used and the possibility of expansion. He also stated that in e-mail marketing, the frequency of e-mails should be adjusted, content and message control, returned messages should be taken into consideration, and opportunities should be well utilized to leave a lasting impression.

Erdoğan (2018), in their study evaluating the relationship between electronic mail and marketing, investigated which types of e-mails are of more

interest. It was observed that the interest rate in e-mails related to information society-technologies, health, tourism-travel was high, while the interest in e-mails related to food-nutrition and art was at a medium level. As for the attitude towards e-mails with advertising content, they found that the ability to attract attention is high, and the ability to arouse interest, create desire and cause purchase is at a medium level. Therefore, it can be stated that this data is a finding that supports that an e-mail content that is easy to interact and effective for us and whose content is supported by visuals is very valuable for e-mail marketing.

In addition, especially for small and medium-sized companies, the e-mail marketing process is carried out with more personal efforts and without large budgets. For this reason, it is important to share free e-mail marketing tools that are accepted in the market. Best free e-mail marketing tools can be listed as follows; Mailchimp, AWeber, SendinBlue, Constant Contact, ManyContacts, Sender, Emma. In addition to free ones, professional services are as follows; Hubspot, Zoho Campaigns, Mailchimp, Constant Contact (free), SendinBlue (free), Campaign Monitor, GetResponse, Omnisend, MailerLite, Sender (free), Campaigner, SendPulse, AWeber, ConvertKit, ActiveCampaign, Drip, Mailjet, iContact, Emma (free) (Haileyesus, 2021).

Conclusion and Suggestions

In this chapter, e-mail marketing, which is one of the most established and oldest digital marketing activities, is evaluated in many different aspects. What kind of discussions the reader has made about e-mail marketing in the literature has been evaluated with the characteristics of countries, institutions and researchers. The prominent researches, prominent journals and articles on e-mail marketing over the years are explained in the study. Information has also been provided on the trending topics in e-mail marketing over the years. In the study, not only an article or review type document, but also an evaluation of all publications obtained in the Web of Science search was presented. When the titles of the congresses for the papers were evaluated in the evaluation, it was seen that there were no congresses concentrated in a specific field. It has been seen here that discussions on e-mail marketing that concern many research areas have been carried out in the literature.

It has been observed that e-mail marketing has less place in the literature compared to digital marketing tools. Although there is no

accumulation on a specific institution or researcher, the USA is by far the leading country in terms of publications produced.

In the 2000s, internet marketing, viral marketing, outsourcing, internet, cluster analysis, system dynamics, spam and data mining came to the fore. In recent years (e-mail marketing campaigns, academic libraries, open rate, customer engagement, newsletters, interactivity, search engine optimization, digital marketing, personalization, machine learning, social media have been studied intensively.

In the literature study, it was seen that issues such as mail sending frequency, mail content, and mail title were very prominent. However, there is no study that informs about the server preference or whether the IP address of the server is on the blacklist, whether a malicious mail has been sent from a website hosted on this server or in some way. However, this situation is at the beginning of the work and may have an impact that has the potential to affect the entire digital marketing strategy of the people who do e-mail marketing and may cause irreversible damage and damage the corporate image.

Mail marketing is evaluated in detail in the section, from a sample code block and content preparation and bulk mailing services to the service on bulk mailing services. Efforts have been made to be a comprehensive study on e-mail marketing.

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