**Effective ways to reduce unsubscribe rate and enhance your email marketing**

Nowadays, marketing plays an important role to make a strategy about your company, if your marketing process are good, you can sell anything you want. As we are in a digital world, digital marketing account for large share, especially for email marketing. Business thought email marketing are cost efficient way to generate the customer and simple to organize. But most of the customers are likely to unsubscribe the emails, that means you gonna lose the customers. That is serious, company should pay more attention about that.

Here are some tips to reduce the unscripted emails. First, do not send emails frequently. If you send too much emails, they might be unsubscribed. For example, if buyers buy stuff over a month, you should send an emails for new product or greetings. If buyers buy products less than a week, do not send any emails to bother them. Second, when sending emails, the content should be crisp and relevant with the customer’s needs. Emails content is important, it should be shiny, interesting, attractive. Then it will be interested the customers. Do not copy others content, pictures, If they already saw the content in other website, they will unsubscribe it absolutely. Lastly, it is necessary to use emails frequency testing. It will help you to know who is receiving emails, what kinds of emails is receiving, who is not receiving emails. Because you cannot remember or count each emails you sent. Sometimes, one people receive more emails, others are not. So using the frequency testing is necessary. Moreover, when sending emails, changing different format for a different period, the content is not only related about the products, it can be a feedback or promotion or others, which will impressed the customers and then reducing the unsubscribe rate.

In a word, if we want to doing business well. Emails subscribe rate is an important element to generate our customers. Those tips are important to manager an emails account and reduce the unsubscribe rate.

**Reference**

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