**The Worst Email Marketing Mistakes That Can Destroy Your Marketing Efforts**

You can spend months or even years building a massive mailing list and create something that is highly targeted and filled with incredibly engaged and interested readers.

But while this is true, it still only takes a single message to bring your hard work crashing down! Some mistakes are so destructive that they can destroy your chances of running an effective email marketing campaign. Others will simply prevent you from making the progress you should be.

So, check and see if any of these mistakes sound familiar. If so, change your ways!

**Buying Links**

Buying links is one of the very worst strategies of all when it comes to building a big mailing list. The reason for this is that bought links are essentially still ‘cold’ leads. That means they haven’t heard of your brand before and they never gave you permission to contact them. As such, they will likely ignore your messages and may even report you as spam!

**Selling Low Quality Products**

If you sell a product or promote an affiliate product and you don’t 100% believe in it, then that is always going to come across in the way that you present the message. People can *tell* whether you really believe in something and if you don’t, they’ll feel as though you’re just trying to wring as much cash out of them as possible.

Even if someone buys from you, they will likely be so upset by the low quality of your product as to be sure never to buy again. Suddenly, the CLV of your contacts goes down massively – and so does your profits.

**Going Quiet**

Similarly, destructive is to forget about your mailing list for an extended period of time. This might sound obvious, but it’s a mistake that a *lot* of people make – simply forgetting to update their list and thus allowing time for your readers to become disinterested and to forget who you are or why they followed you in the first place. Now if you send another new message, they’re not going to care!

**Spamming**

Spamming might mean sending too many messages or it might mean trying to sell things that no one asked for. The key to good email marketing is to *respect* your audience and to take seriously the responsibility that comes with being able to access their inboxes. Always provide value, or you’ll quickly lose those hard-earned followers.