



We find the world of marketing a bit of a mysterious art. One would say that a lot of people find HR a mysterious art for as well. However, we find the area of email marketing even more mysterious and challenging. Having started email marketing recently it can also be magically funny also.

It can be funny for a number of reasons and also annoying for one particular reason 'Unwanted emails'.

Email marketing service typically provide an unsubscribe button for the email recipients. However, we know from our own experience that not all recipients use this function and pass on their **"best"** by email!!

This is an example of a response that was received recently and the reply from Angus Lavin "Director of HR Inc Ltd".



To HR Inc Ltd

As I have already told your organization please stop communicating with us and that means by:- telephone, letter, fax, email, pigeon, hamster, tortoise, telepathically, medium or any other conceivable method. DO I MAKE MYSELF CLEAR??

Regards, Mr M Own



Dear Mr M Own

I am really sorry to hear that you are still being sent messages when you have asked to be taken off our list. I will make absolutely sure that the system takes you off our distribution list.

Regards

Angus

P.S. I will also speak **telepathically** to the animals.

Watch out for our next issue of 'HR Inc Funnies'.

HR Inc Team
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