Article Side

Building Customer Relations with Email Newsletters by OnlineOutbox

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Email marketing is one of the best ways to establish and deepen relations with your customers. Why? First, the people who opt-in to your email newsletter are people who are genuinely interested in your products, services and expertise. They want more information. They are members of your targeted market. A prospect sold on your expertise will soon be sold on your products or services.

Secondly, email marketing is incredibly affordable. While traditional advertising requires a hefty budget for design, printing and production, media placement, and so many more, the cost for sending a mass email to many customers and prospective customers is extremely low per contact.

Third, Email newsletters are so easy to create and use on a regular basis, and can target customers with messages that are tailored specifically to them. Newsletters can also be formatted to maintain and reinforce a company's branding and corporate image.

Can't you just send out an email from your own email account? Sure, you can. But there are inherent risks in doing so, and even more benefits from using a paid service. First, when sending email from your own account to many recipients, you run the risk of being blacklisted by anti-spam measures. While getting blacklisted is not an irreversible obstacle, proving the validity of your emails to the offended anti-spam organization can be troublesome, and your emails, even your normal emails, may be undeliverable to many addresses until the situation is resolved.

On the other hand, using an email service lessens the likelihood of getting flagged by the spam cops. Email campaigns are "dripped" on a specific schedule to specific service providers to stay under the radar of the anti-spam measures.

Most paid services also provide powerful statistics for email campaigns that help measure effectiveness. Imagine being able to see who has read your email, who has clicked links in your mail, which ads were most effective. Imagine being able to track when someone forwards to a friend, and then add their friend to your subscriber list! With statistics like these, your campaigns can be adjusted regularly to return the best results.

Online Outbox will do all of this for you! Try it for free now!

Email newsletters are extremely effective in bringing in more visitors to your website, resulting in more sales. It is greatly effective in bringing return customers and picking up new customers as well. With a proven email newsletter system, your marking campaign will soar! Your email newsletter is an invaluable resource for your business. Get started today with Online Outbox!

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