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Have ever experienced anything more amazing than seeing the world through your phone? You can do anything, if you have an internet connection in your phone. Yes, that is what Iâ€™m getting on my phone as I can browse, email, chat, play games and do lot more. I got an incredibly high speed Internet connection from Cox Communications and it is connected to my phone now. You can also sign up for Cox digital phone service online with your existing phone and mobile number. So now, I can take care of my business sitting at home through online marketing. Iâ€™m able to look into the concerns of my customers through email.

If you ask me, I would say that online and Email marketing is more advantageous than any other means of marketing your product. You have to spend a lot of time and effort to develop a strong and healthy relationship with your dealers and customers. The direct dealer to customer business is going to cost you more. You have to spend a lot of money to build a brand name amongst your competitors and still you have to overcome a lot of hurdles. The advertisements, campaign and travel will add up to your expenses.

Internet is revolutionizing the world and is growing fast and vast. Almost 99% of the population in United States use Internet and you canâ€™t find persons who donâ€™t have an Email account. The youngsters and the elders are equally signing up with the networking sites. In the near future Email marketing is going to emerge as the most efficient forms of marketing. I have listed a few points for you to have a better understanding of the numerous benefits of Email marketing.

â€¢Through Email marketing you will be able to reach mass audience. Even if you are going out of state, you can still remain connected to your business. Targeted emails will help you to reach customers in any part of the globe, no matter where you are.

â€¢Email marketing is the most economical way of advertising and reaching your customers. You have to invest on human resource if you opt for a door to door campaign. Why should you take such risks when you have the Internet with you?

â€¢You can grab the attention of your target customers very easily through graphics, videos, puzzles or anything of your interest. If you are targeting children you can deploy a game to seize their interest.

â€¢You can personalize your home page and directly relate to the customer or dealer. You can greet them and share your ideas without paying a penny. This will help you to strengthen your relation with them and in turn help your business.

â€¢You can leave an out of office reply through an automated message to those who are trying to contact you when you are not available.

â€¢You will receive faster response through Emails when compared to direct marketing which will devour a lot of your time. Also you can carry out your business at any time 24/7. There are no time and place constraints. You can have a more frequent communication with your dealers and customers.

â€¢You can engage your customers and find out your sales proportion. Email marketing is useful to track the customer information and the number of sales. You can find out how many people clicked

on your link and how many responded to your mail. Doesnâ€™t this sound very convenient? This way you can easily measure your results.

â€¢The best thing about Email marketing is that you are indirectly saving our planet Earth from pollution and growing more nature friendly. You can save a lot of paper that you use while on direct marketing. So you can save a lot of trees from being cut down.

Email marketing has a lot of hidden opportunities and it is up to you to unleash the benefits and make optimum use of them to prosper in your business.

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Felicia Corrine, is a freelance writer and active blogger, and loves sharing her views and experiences with world. She likes to source out some great services like the one offered by a Cox Communications. Technology has made the life of man more convenient. Now you can access anything in any part of the world with Internet.

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