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Effective email marketing with SMTP relay server by Lee Rio

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Nowadays any kind of marketing company looks for quicker returns and responses from customers. This has given way to various kinds of marketing strategies that can be taken up. With the advent of the internet, online marketing strategies are becoming extremely popular. This can be done in many ways and email marketing is one of the most effective ways from them. However, for email marketing, a basic set up is required that includes a SMTP relay server. Through this server, the process of email sending and receiving becomes much faster and smoother. With a SMTP mail server, you can easily send bulk mails at a time that can reach to innumerable customers across the globe.

With the understanding that how a SMTP relay server works, you will clearly get an idea as how an email is sent and received. When you send an email to a particular email address, your server contacts the server on which the email address of the recipient is hosted. Once that connection is established, the recipient server looks for the email id of the recipient and when that is found and confirmed, the message is delivered in the inbox of the recipient. The process might seem to be a long one, but it just takes few seconds for the entire process to be completed. More effective the SMTP mail server, higher is the speed of receiving and sending emails.

In email marketing campaigns, bulk volumes of emails are sent to customers. As a result the success rates of these email marketing campaigns are also higher than other marketing strategies. People receive the emails in their inbox and many of them also open the mails to check the content inside. When the marketing company sees that there are positive results from the campaign, they start sending more emails via the SMTP mail server.

This is where the problem might start coming up. Every SMTP relay server has a capacity of handling the numbers of emails passing through them. If bulk emails are send over and over again, there are high chances that the server might crash down due to over burdening. This is the reason that in most of the online marketing companies, there is always a backup server so that the work does not stop even if one server is down with maintenance. Time to time maintenance of the server is also required so that it keeps on functioning properly.

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