

## Lesson no. 1: Introduction of Email Marketing

### 1. WHAT IS E-MAIL MARKETING?

*Email marketing* is a form of *direct marketing* that uses electronic mail as a means of communicating commercial or fundraising messages to an audience. In its broadest sense, every *email* sent to a potential or current customer could be considered *email marketing*. At its best, email marketing allows businesses to keep their customers informed and tailor their marketing messages to their customers.

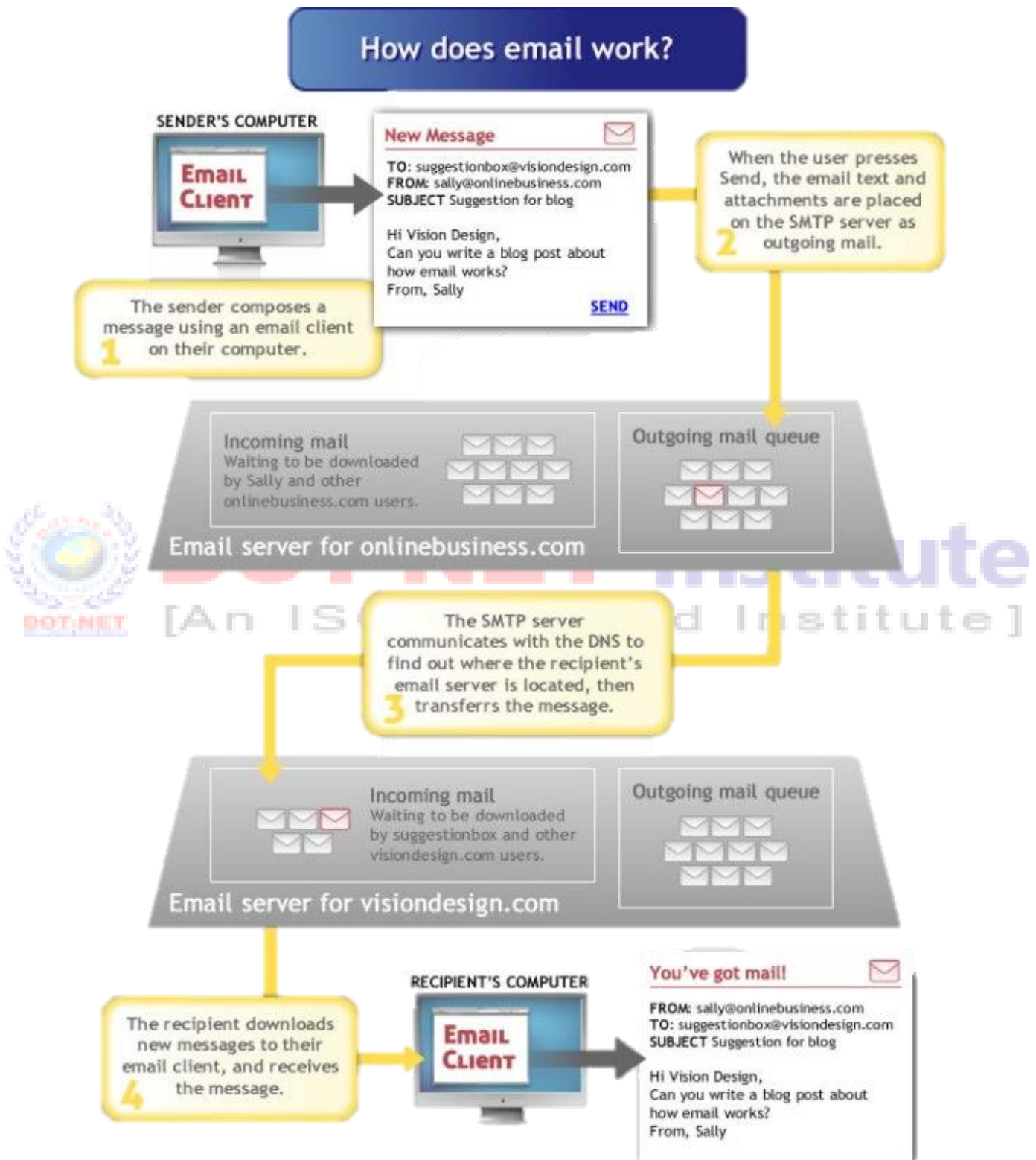
#### ADVANTAGES

The two big advantages of email marketing are **price** and **ease**. Emailing is an inexpensive way to advertise your company and its products and/or services compared to many other types of marketing. It's also extremely easy to set up and track an email marketing campaign, making it a very accessible type of marketing for small businesses.

Newsletters can be sent to the email list you've built from the people who provided the necessary information on your website, for instance, providing these potential customers with news updates about your company, upcoming events and/or special offers – and, of course, reminding them that your business exists and that maybe it's time for another visit.



## 2. HOW DOES EMAIL WORKS?



- a. The sender composes a message using the email client on their computer.
- b. When the user sends the message, the email text and attachments are uploaded to the SMTP (Simple Mail Transfer Protocol) server as outgoing mail.
- c. All outgoing messages wait in the outgoing mail queue while the SMTP server communicates with the DNS (Domain Name Server—like a phone book for domain names and server IP addresses) to find out where the recipient’s email server is located. If the SMTP server finds the recipient’s email server, it will transfer the message and attachments. If the recipient’s server can’t be found, the sender will get a “Mail Failure” notification in their inbox.

The next time the recipient clicks “Send & Receive,” their email client will download all new messages from their own email server. You’ve got mail!



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