

It's Only Email

or is it...

...it's really about online reputation

Presentation by David Banes

I use my email for

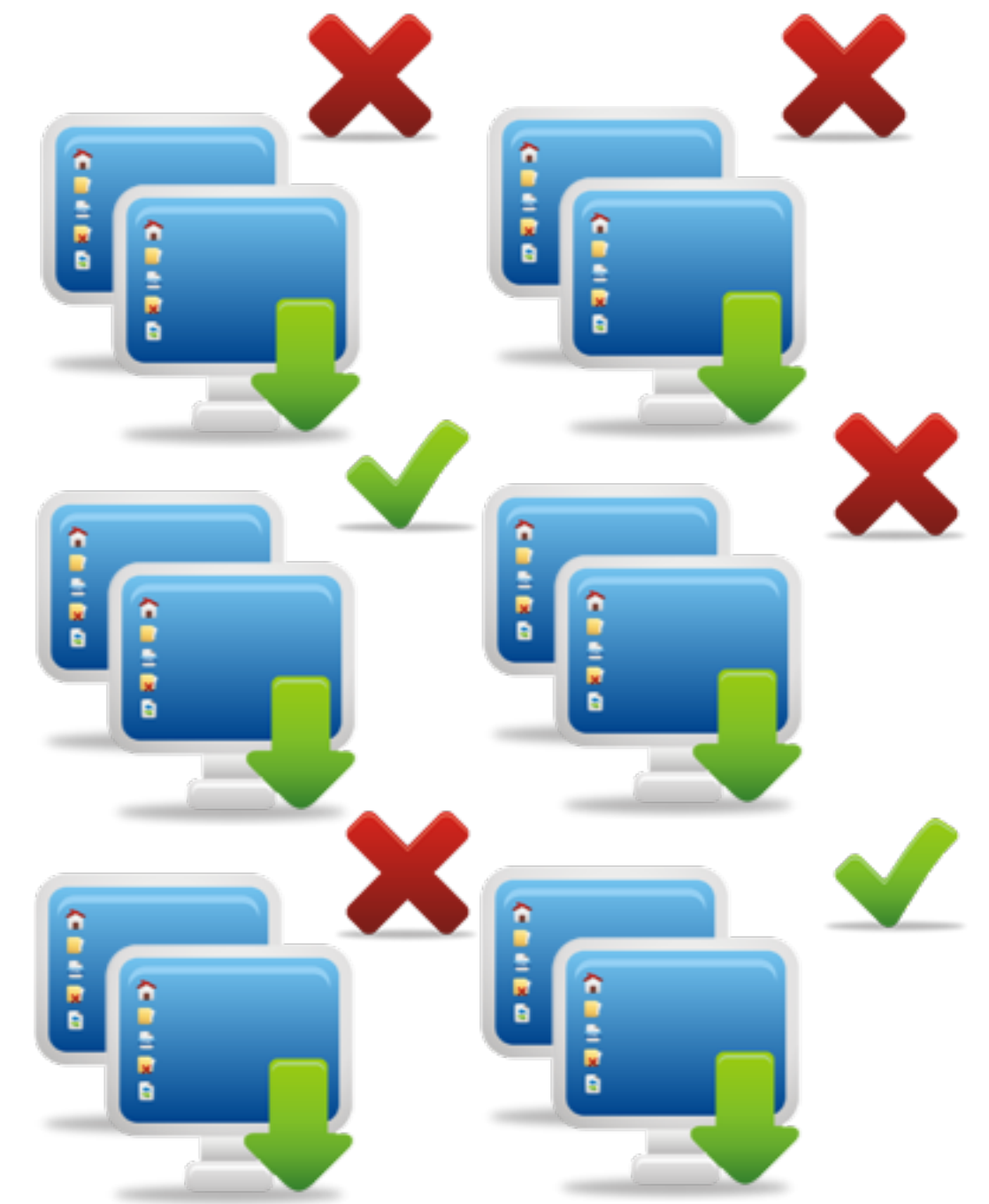
- Emailing customers and suppliers
- Sending mail shots
- Sending alerts and notifications



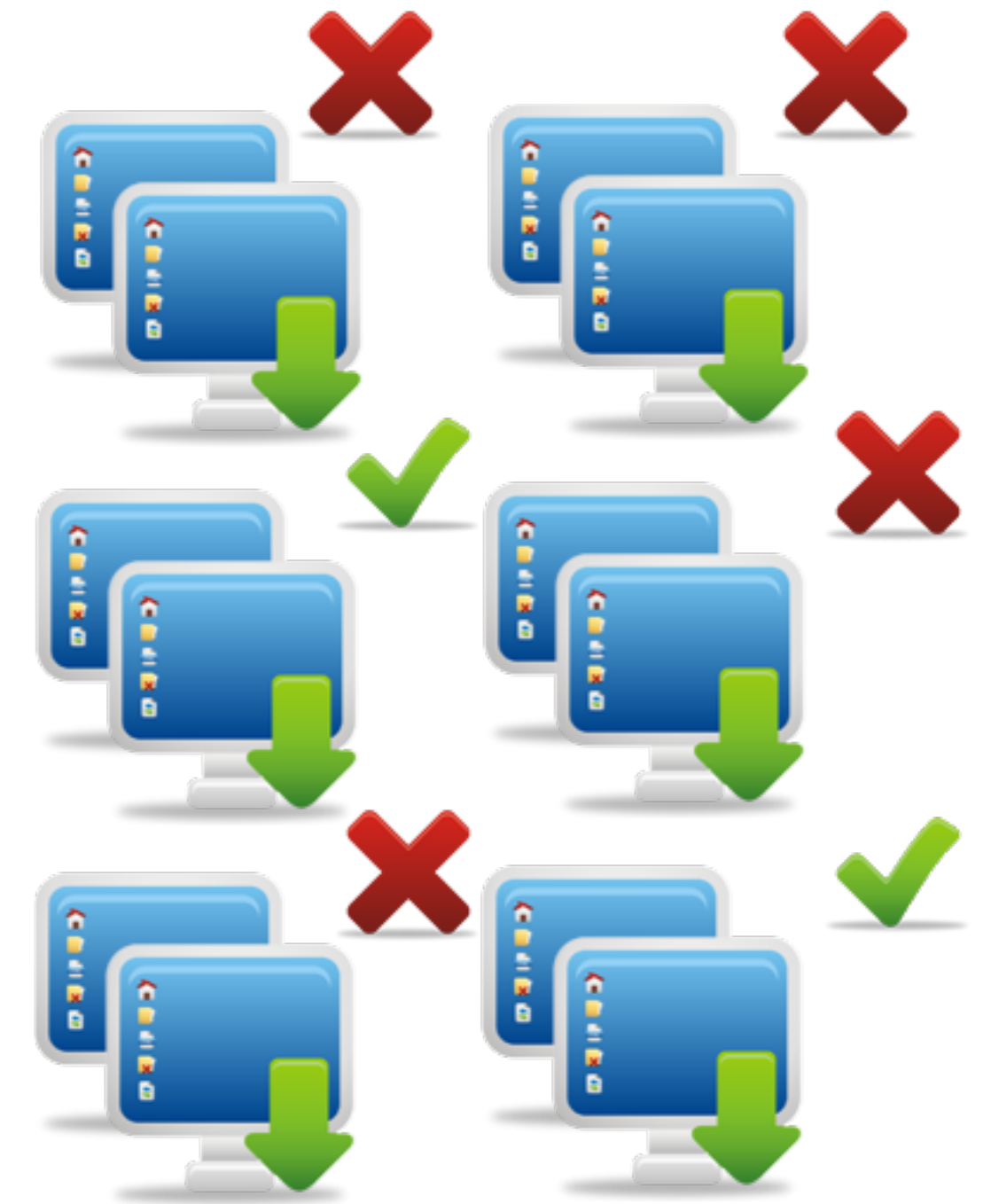
Emailing a Customer



Sending Mail Shots



Sending Alerts and...

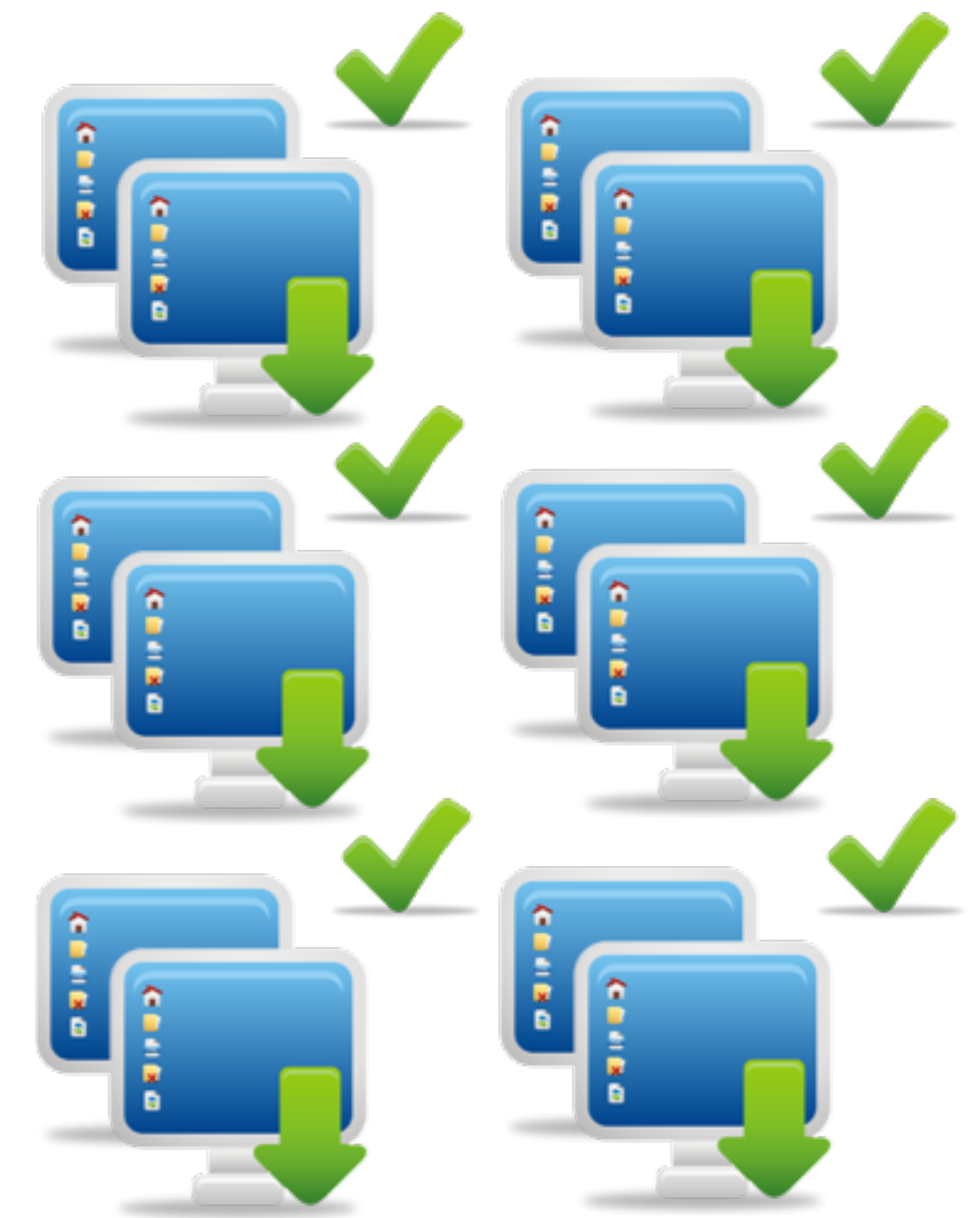


Emailing a Customer



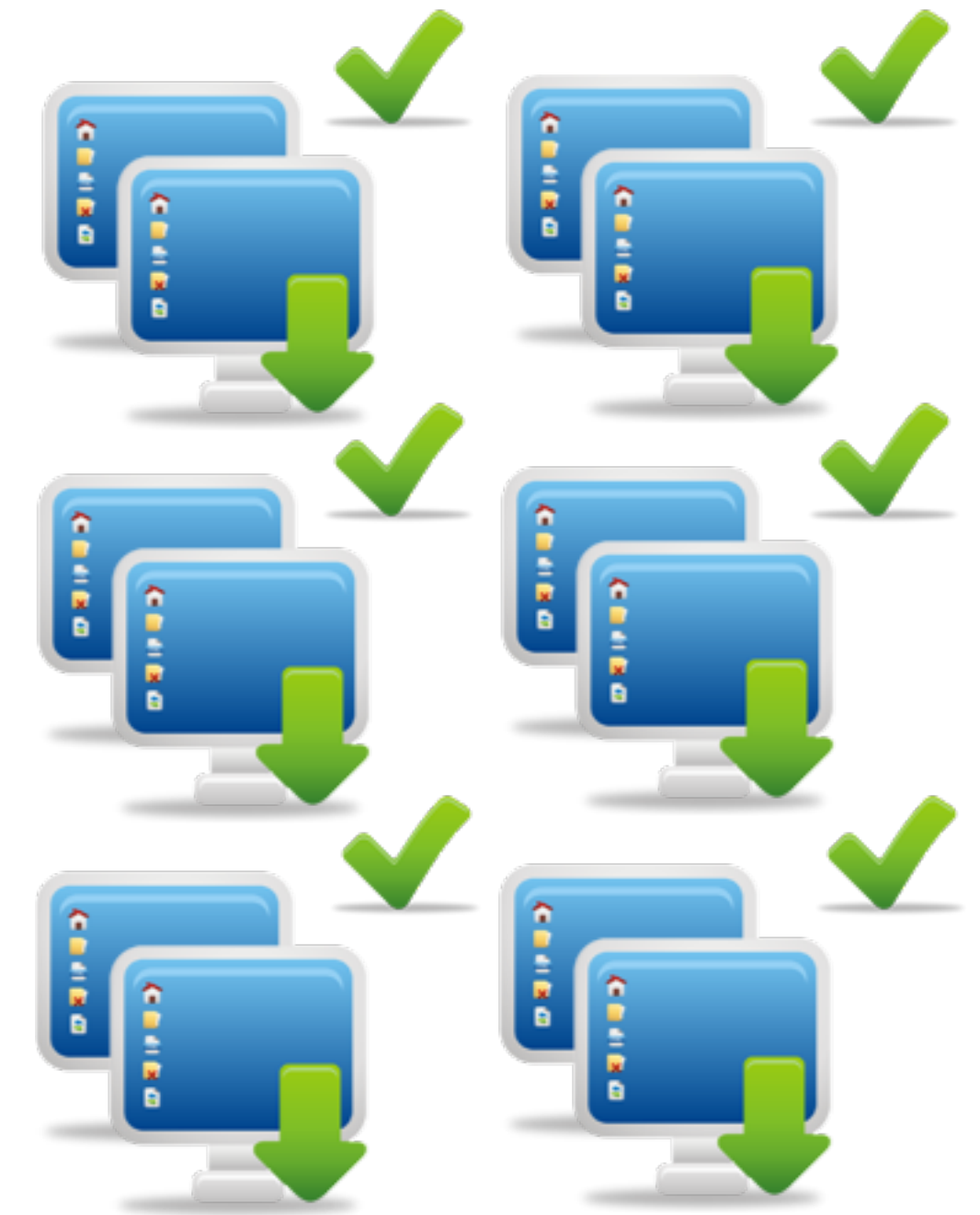
What's actually going on...

Sending mail shots...







Using email campaign managers

Sending Alerts and...



Using a transactional route

Receiving Email

- Customers send email directly to me 
- I receive mail shots, spam and malware 
- I store my email on my PC, laptop or mobile 
- I have my email address on my web site 

Receiving Email



Using Managed Email Services

Summary

- Emails to customers don't get blocked
- A much larger percentage of mail shots get through
- Alerts and notifications arrive at the destination
- Your inbox is protected and archived
- Questions...