




It's Only Email

or is it...

...it's really about online reputation

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I use my email for

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

You should not use your business email services to send sales and marketing mail outs or transactional email (eg systems notifications).

Emailing a Customer



This is all good, business email is designed to deliver. Avoid sending bulk email.

Sending Mail Shots



Sending mail shots is not advisable for several reasons. a) your email server may get black listed b) low recipient reach (due to black listing)

Sending Alerts and...



Sending system alerts, sales automation, service level notifications etc. Same reasons as marketing email.

Emailing a Customer



What's actually going on...

There's a lot going on, spam filters (sender DNS config, sender reputation etc)

Sending mail shots...



Using email campaign managers

Specialised outbound marketing services work hard to build a trustworthy relationships with consumer email providers like Hotmail, Yahoo and Gmail. This means you won't get blacklisted and more email is delivered.





Sending Alerts and...



Using a transactional route

Transactional email services are very similar to email marketing services, they work hard to stay whitelisted. In general they handle much higher volumes of email, have less reporting and better programmatic interfaces.

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 

They probably don't. Many route outbound and inbound via a managed service provider to protect the recipient and archive email. Always backup your email, don't publish online, use web forms.

Receiving Email



Using Managed Email Services

Examples of managed email service providers.

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...

Follow these simple business rules and...