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Get an SMTP server and start your email marketing campaign by [Rio Lee](#)

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The concept of online marketing has taken the world by storm since its advent. It had never been easier to reach out to so many prospective as well as existing clients or customers at one go. Online marketing is a vast area that covers many aspects and strategies of marketing and one of them is email marketing. Email marketing does not require any brainstorming or any huge manpower as such. All you need is an SMTP server and a team of a few dedicated email senders. The utility of email marketing is that you can inform about your business as well as your products or services to prospective as well as existing clients without having to spend much. Just imagine how much you have had to spend if you had to put up a hoarding or advertise in the newspaper or television. With email marketing you just have to make an initial investment on an SMTP mail server.

You might wonder why you would need an SMTP server in the first place when you can use the other mail servers like Gmail or yahoo. The reason is that these mail servers are public meaning everyday millions of people all over the world use these mail servers to send and receive mails and hence these are not suited to send thousands of mails from a single user. If you try email marketing using such public mail servers the result would inevitable be undelivered mails and you getting blocked from using the server.

Hence it is better to have your own SMTP mail server if you are planning to go for email marketing for your business. There are numerous companies that offer the service of free installation if you buy your mail server from them. But make sure you research well about the background of the company you invest your hard earned money in before signing any kinds of deals. A good and reputed company would provide free of cost maintenance for a year too.

Once you get your own SMTP server you can start your email marketing campaign. All you have to do is hire a team of dedicated email senders who would send out emails everyday. Make sure the number of emails does not cross the threshold limit of email sending protocols though since that would result in blocking your IP address and undelivered emails. Hence get an SMTP and earn profits.

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