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

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Online marketing is a very affordable and easy way of marketing products and services that has huge reach too. There are different ways of going about online marketing too, you can post advertisements on various websites or can go for the more convenient email marketing. By opting for email marketing, you can send bulk emails to existing as well as prospective customers and clients, everyday informing them about your business, products as well as services. For conducting email marketing campaign the very first thing you would need is an SMTP relay server and the second thing you would need is SMTP mail server software. Once you have these two things ready, you can start your marketing campaign by sending thousands of mails everyday.

You might wonder why you would need SMTP server when you have so many e-mail submitting domain names available over the online, like Google mail and Google. The purpose is these are community e-mail submitting sites used by an incredible number of customers all over the community and hence their email server is not suitable for submitting a large number of emails from 1 person and that would jam their hosting server and your emails will stay undelivered.

Would you like it if your manpower spends hours sending 100 mails among which only 10 are delivered? Hence it is better to have your own SMTP relay server for sending bulk e-mails everyday. The SMTP mail server software is needed for the proper working of the SMTP server. If the software is not installed or if the software installed is not compatible with the server your mails will again remain undelivered since your SMTP server will not work at all.

Hence research a bit before you get your SMTP relay server installed by any company or individual. Appoint a good engineer or outsource the work to a good and reputed company. The latter option is more profitable and suitable since, you can ask for maintenance when needed too. But if you hire an individual, you would need to pay salary even if their services are not always needed. The company that installs the SMTP server would also provide you the SMTP mail server software and would install it, check if it is working and provide technical support too, when needed. Just make sure you know and understand their warranty terms as well as payment terms well before signing any kinds of deal with them.

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