



# Article Side

The many advantages of an SMTP server by [Lee Rio](#)

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The utility of online marketing are many. But before you understand them, you need to first understand the concept of marketing as well as online marketing. Marketing is that part of any business which brings in clients or customers i.e. those who would make your business work. By marketing you let your prospective clients and customers know about your business and encourage them to try out your products or services. It can be understood from above that marketing is a costly affair and requires a lot of research too. There are different ways of marketing and online marketing is one of them. It is not only cost effective but much easier too with a wider reach.

Online marketing again can be divided into a number of parts like database marketing, search engine optimization and so on. For database marketing, the most important component you would need is an SMTP server. A number of businesses offer such SMTP service to other businesses for database marketing and if you need one too, you can find one with the help of the Internet. You may ask why you would possibly need an SMTP server when you can take use the services of any mail servers available over the Internet like Gmail and yahoo. These mail servers are used by millions of users worldwide to send and receive millions of mails everyday. And hence if you alone use it for sending a few hundred mails everyday it might jam their server and cause your mails to remain undelivered. To avoid this situation, if you are looking for database marketing i.e. sending mails informing about your business to prospective clients, it is better to get SMTP service from a reputed company without much ado.

Even after using an SMTP server you might find that your mails are still being undelivered. Before blaming your SMTP service provider, check to see if you are maintaining the rules that are laid down by Internet authorities. If you follow all the guidelines, you can see for yourself the utility of database marketing. And this is just one part of online marketing which is again just a part of marketing. Hence you can now well understand the tremendous power of marketing and the amazing reach of online marketing which uses the powerful Internet as its most important medium. Take your business to the pinnacle of success by using online marketing.

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