



## Article Side

RedCappi - Win with Email Marketing by [Rajneesh](#)

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To grow and expand, marketers and businesses need to connect with their present customers and create new ones from time to time. This helps firms in building long term relationship with their users or customers. However, the cost involved in the process and many other factors often catch businesses off guard as print (newspapers and magazines), audio (radio) and visual media (television) often asks for big dollars. This dilemma could be handled by employing email marketing services. It brings a number of advantages, though only some are mentioned below:

### Effectiveness and Reach

Email is one of the most popular services on web. People use it from offices, homes and even on-the-go. Hence, the reach is huge. If a marketer makes a senders list after doing his share of research and the information is of interest to the receiver, then, best email marketing has great effectiveness.

### Cost Effective

It might be easy for a company as big as Walt Disney to run nonstop commercials on television but for humble businesses that have limited budgets can't do that. Such companies and businesses need a platform that is personal in its reach and could leave an imprint without stripping them from thousands of dollars. Email marketing tools is a cost effective method if one needs to target at much personal level without spending too much.

### Personal Touch

Only a marketer knows what he actually wants to reflect through his campaign. In audio and video mediums, marketer doesn't have total control as there are many other people evolved in the campaign. By making use of software provided by email marketing websites or companies, a marketer can start his own email campaign and include what he thinks would strike the right chords with the audience.

Benefits, as aforementioned, are abundant but they could only be reaped if one has an email marketing specialist by one's side. An email marketing campaign works best when a marketer is given access to software through which he can make customized mails. In addition to this, a number of features to analyze the project are also important. All such free email marketing practices are crucial for the success of a marketing campaign.

RedCappi is regarded as one of the best email marketing companies operating in the business at present and has distinguished itself by offering umpteen features. One of the most prominent is its automated list management system which handles unsubscribes and bounce backs.

It has utmost regard for SPAM laws and the same guarantees that the marketer doesn't end up in the spam box. RedCappi also lends the power of creating engaging emails to its clients by offering simple drag & drop interface.

Another feature that distinguishes it from its many rivals is the package of free email marketing. By using this package, a marketer can test the tool if he is in dither about the service.

There are a number of points like campaign tracking, stats and social media integration that assert

why email marketing could be better choiceâ€or the winning choice, if RedCappi is to be believed.

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RedCappi is a Los Angeles based firm that provides its clients with simple email marketing tools to start email campaigns. Marketers a [create amazing emails](#) aimed at their targeted audience by using its software. In short, marketers turn to RedCappi for a [Best email marketing](#).

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