

Why use an ESP?





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If you are considering making the jump into email marketing, you might as well consider the option of using a comprehensive email service provider (ESP) like eMailBrain.

For less than a penny per address, an ESP takes much more than the tech part of email marketing from your hands and into its own.

Lawful, effective distribution and the highest delivery rates

A legitimate email service provider such as eMailBrain is familiar with Internet protocols, and establishes and develops strong relationships with ISPs, learning about their policies and applying the best CAN-SPAM guidelines to its practice in order to remain within lawful limits, thus building and preserving your reputation and helping you achieve the highest delivery rates possible.

Legislation for email marketing is still in its early stages, as is email marketing itself. The CAN-SPAM law, for example, became effective in 2004 and requires that email marketing messages include the physical address of the sender and that unsubscribes are processed and honored within 10 days of the subscribers request.

A legitimate, comprehensive ESP like eMailBrain is conceived for dealing with multiple, lengthy mailing lists and bulk mailings. It hosts your email lists and provides you with list management tools and services. It distributes your email messages, promos and newsletters to the addresses that you determine.

Standard email clients such as Yahoo!®, Hotmail®, Outlook®, Netscape Communicator®, for example, are not designed for email marketing. They are not approved for bulk mailings, so your messages will most surely be labeled as 'spam' (unsolicited commercial email messages) by other email clients as well as by most of the ISPs, which will bounce them back to you or simply delete them. Your efforts will be rendered useless, as your message will not reach the intended recipients' mail boxes and the address you sent it from will eventually be 'blacklisted'.

A comprehensive ESP like eMailBrain is 'whitelisted' (accepted by ISPs as a legitimate, CAN-SPAM compliant, permission-based email distributing service).

Much more than email distribution

Comprehensive ESPs provide your clients and prospects with features that allow them to quickly and easily subscribe and unsubscribe, post and edit their profiles, and communicate their preferences to you. The unsubscribing feature alone is a critical issue, since by law you must remove a subscriber from your service within 10 days of his/her request.



Power, flexibility and bandwidth...

A comprehensive, legitimate ESP like eMailBrain not only offers email distribution, and list creation and management tools. It has the technology and infrastructure you need for most of your email marketing initiatives, so you can focus on the business itself. A comprehensive ESP such as eMailBrain allocates the power, flexibility and bandwidth you need; and even offers customizable templates that you can use to create branded, compelling messages, newsletters, catalogues, email postcards and other marketing tools --in HTML or XHTML.

Crunch and munch the numbers

A comprehensive ESP can provide you with several, thorough real-time reports on the number of emails sent, the number of emails actually opened and who in your address list actually opened your message; the number of unsubscribers and who unsubscribed; how many bounce-backs (both 'hard bounced' and 'soft-bounced' messages) and why they were bounced; the click-through rates --including which links in your message were more effective and who clicked through. All this information is invaluable when you plan and evaluate campaigns, fine-tune promotions and want to distribute very targeted marketing materials.

Continuous education and updating

In addition to the business services, a comprehensive ESP such as eMailBrain contributes updated information and continuous education on subjects and issues that pertain to its member community via free newsletters and postings, tutorials, white papers, industry trends and stats, Web seminars, specialized product reviews and more.

An ESP is worth every penny...

A comprehensive email marketing service assists you in retaining your current clients, winning new ones, and fostering their loyalty. It contributes to brand creation and awareness. It fuels repeat business and long-term relationships. It renders big savings in time, technical resources, and infrastructure. All this for a small monthly fee that usually does not involve set-up costs and is significantly lower than the cost of your standard method of mail marketing.