

# The Importance Of AutoResponders

By Jean Lam

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A very important thing that online business owners sometimes forget is the massive advantages that the internet brings in communicating with your customers. Your website is a store that is open 24 hours a day, 7 days a week.

When potential customers send you e-mail asking questions, it is in your best interest to respond as quickly as possible. However you can't be at your computer all the time. This is where autoresponders come in handy.

Even if you can't answer e-mails right away, you can let your customers know that you will respond in a certain amount of time with an autoresponder. It's also a good way to send a sales message with a form letter, that will free you up to do other tasks.

Your visitors will appreciate the fact that you are treating their e-mail as important priority for your business. Also a good autoresponder service can organize your e-mails for you so you can organize potential leads and your customer service.

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