

Advantages of Email

By Scott F. Geld

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Email has changed the way we do business. Sure, people complain about the amount of Email they receive. But when all is said and done, using Email has impacted business in a positive way and has the edge over other methods of communication.

Here are five advantages of using Email:

Managing Email is Easy

You can manage all your correspondence on screen and so can your customers. Your proposal can be answered, revised, stored, and sent to others, all without reams of paper involved.

Email is Fast

Mail is delivered instantly...from your office to anywhere in the world. No other method of delivery can provide this service. Timely buying and selling decisions can be made in a heartbeat.

Email is Inexpensive

Compared to telephone calls, faxes, or over night courier service, Email is less expensive.

Email is Easy to Filter

The subject line on an Email makes it easy to prioritize messages. The reader can identify critical correspondence quickly and dealt with it immediately. Unlike regular mail which needs to be opened and reviewed, or voice mail which requires you to either listen to or scan all your messages for those that require immediate attention.

Transmission is Secure and Reliable

The level of security in transmitting Email messages is very high, and the industry continues to strive to develop even tighter security levels. Email is private. Often telephone and fax messages are not. If the address information is correct, rarely does an Email go astray. Fax machines can be out of order or out of paper and this prevents an important message from being delivered in a timely manner.

Email is an Internet marketing tool that is fast, easy to use, inexpensive and effective. Email levels the playing field between the big corporations and small businesses. No longer is it just the big boys who have the resources to access the big advertising houses. Anyone can get their word out there using Email as the method of delivering the message.

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