

Title:

Email Marketing Software Leverages Limited Marketing Budgets

Word Count:

595

Summary:

With limited marketing budgets, can smaller businesses compete in the high-cost world of Inter

Keywords:

email marketing, email marketing software, email list management, build opt-in email lists, se

Article Body:

In an era when giant retailers and mega-corporations are pouring millions of dollars into Inter

The answer is a definitive "yes." Indeed, one of the best ways to leverage limited marketing b

At first glance, it may seem that email marketing is a good idea in theory, but difficult to e

Historically, email list management software has had limited features, was unreliable in terms

As a small or medium-sized business, shopping for email list management software can be tricky

\* Affordability - Email list management software should allow you to send up to 50,000 emails

\* An intuitive, Web-based interface - Web-based software is the wave of the future; a Web-base

\* Limitless email lists - You should be able to maintain as many addresses as you wish and as

\* Rollover credits - If you don't use your allotted number of emails during a given month, a g

\* Importing lists - You should be able to import entire mailing lists into the online system w

\* Sequential mailings - The best email marketing software systems allow you to import a series

\* Flexibility - Look for software that allows you to edit your lists and messages right up to

\* Automated list management - Email marketing software should automatically handle bounced ema

Great email marketing software can be the great equalizer, allowing small- and medium-sized bu

This is a demo version of txt2pdf v.10.1

Developed by SANFACE Software <http://www.sanface.com/>

Available at <http://www.sanface.com/txt2pdf.html>