Bulk E-Mail Service

Simple Access to send large volume mailshots for marketing

When you need to be able to send large volume e-mail communications to potential or existing customers, our bulk e-mail facilities are ideally placed to give you the flexibility to send large mail campaigns without compromising your day to day e-mail capabilities

Why use this service?

- Bypass restrictions on sender limits on our standard e-mail facilities

- Works with your normal e-mail client – no fancy web interface or custom software installation needed

- Maximises the chance that your communications will be approved and accepted by major ISPs and e-mail providers

How does it work?

This service gives you a dedicated address for sending bulk communications using your company domain – typically in the standard messaging style of yourchoice@email.yourdomain.com. This is setup by our team on your e-mail client. After this you send mail just like you would normally, but selecting the new account when you're sending a bulk message.

Our systems receive your messages and then distribute them – carefully controlling the sending rate and using a number of techniques to help ensure your messages reach the intended recipients in a timely and accurate manner.

Benefits include:

- Independent of your existing e-mail service and ideally suited as an add-on for VPW customers with Agility Mail or Essentials E-Mail packages

- Low cost, straightforward approach. Practically no learning required as it uses your normal e-mail software (typically Outlook)

- Option to provide for a single user, or for a small team – or different addresses for different people – for example sales, marketing and so on.

Frequently Asked Questions about Bulk E-Mail Services

Q. Why would I need this?

Like most reputable e-mail providers, we limit the volume of e-mail you can send with a standard e-mail account –in terms of message size, number of recipients and number of messages per hour that can be sent. This is done to reduce the chance of the e-mail service, your domain or our networks being considered "spammy" causing mail to be blocked.

Q. What will my e-mail address be?

Typically we setup a sub-domain of your existing domain name. Any replies can be routed to your special mail account for bulk mailing, or directed to another address you already have depending on your preference.

Q. Does this work with Agility Mail?

Yes, you can add this service when you're using our Agility Mail service,

Q. Must I be a VPW e-mail customer?

No – but we will vet applications to ensure our services are not being used by spammers or those who won't comply with guidelines and legal requirements for bulk communication. Our team can advise on the options available to you.

Q. Can attachments be added?

Yes – just like with a normal e-mail. We set a maximum attachment size limit as a common sense precaution – not all providers allow large attachments though so you should be careful when using attachments in bulk communications.

Q. Can I brand and style my e-mail?

Yes – subject to the limitations in your e-mail software. Not everyone will be able to read e-mail in a fancy style, so we recommend you use with caution and consideration. If you're adding logos and so on, be careful not to add large size, high resolution versions that make your e-mail very large.

Q. How much e-mail can I send?

We implement a number of limits and controls to ensure you don't send too fast or act in a spam-like way. The limits are considerably higher than with our standard e-mail service, and we also use techniques to allow our systems to restrict the sending rate – this helps ensure successful delivery as many providers will block or temporarily restrict you if you send too much e-mail too fast.

Q. What must I do on e-mails sent?

You must have your company name, registered address on every communication, you must also ensure you provide a mechanism for the recipient to unsubscribe. Additionally, you must ensure those you are e-mailing have specifically opted in to receive your communications.

Q. Can I upgrade my e-mail service?

Yes – you can upgrade at any time with our Bulk E-Mail Services. You cannot downgrade during your minimum term.

More help and questions:
http://www.vpwsys.net/answers?c=25