



## Marketing Geek information sheet No1 Promoting your website address

Email was invented before the internet and as such systems have evolved in a way that does not always work in the best interests of the business user

Q: What is the number one way to promote your website?

A: Put it in your email address

Why have apmarketingworks@bigpond.com

When you can have sales@apmarketingworks.com.au

If you have a bigpond, i-primus, hotmail address people don't always assume that you have your own website.

### How to Make Your Domain Name Part of Your Email Address

1. Purchase your domain
2. Organise web hosting with mail or point your mail to an internal mail server on your local network.
3. Start to phase out your existing email address
4. Set up your client (e.g. outlook, entourage) to collect both addresses during that phase.
5. Make sure both mail accounts send as the domain based email address

#### Issues:

Q: How do I keep my old email address?

A: You can always maintain two addresses. It can get a little difficult to manage particularly if you have multiple computers.

You may choose to use your ISP based email address then have a domain based email address forwarded to it. You can change your ISP quickly and not be totally cut off.

Also you can forward a number of domain based email addresses to one ISP based address.

#### Mechanism:

Here is how the transition from an existing ISP based address to domain based works.

1. When collecting email use Outlook, Entourage or any mail application on your PC as the default method.
2. Only use webmail to collect when you are not at your own computer. (All email accounts via your web server should offer webmail applications)
3. Don't ever use a free email address like hotmail as a web based system for any length of time especially not for business.
4. Some online systems act as exchange servers like gmail are improving to a point where they may become useful under certain circumstances. Also now there are paid for email services like mobile.me. These might be the ultimate solution to avoid the issues raised however obviously require financial outlay.

#### 4 points

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**An address you have total control over is an important company asset not unlike a business name or domain name.**

Benefits:

- You are not ISP entangled so you can switch to a better/cheaper at any time.
- Your email address will remain constant.
- Your email data can be backed up locally and archived.
- It becomes part of your marketing package that is the business name.
- You can collect through desktop clients (e.g. applications outlook etc.) or webmail
- You can have multiple accounts through your client e.g. sales@ info@

### What to do in the transition

- Send out from your new address to let people know.
- Send email with the new email address as the return address regardless of the collect address.
- Don't reply to emails that come in from your old address – cut and paste with the new address.
- Manage your branding.

### Tips if Using Webmail and Desktop mail

1. When using both desktop mail client and webmail for one address, make sure the desktop client deletes mail from the server after it has downloaded.
2. When using webmail do not delete, that way your desktop client will archive all mail even email that you have viewed using webmail.
3. Make sure however that you do not use all your storage on the web server as your email will stop working.
4. As soon as possible make sure a desktop client collects and deletes from the web server. For this reason we recommend only using webmail when you are on a computer you do not own.

### If you receive message..... “mailbox is full”

Your web server may have space for 40meg that is 20 emails on average of 2 meg. If they are left on the webserver it will get full and you will no longer get new email.

What to do:

1. Delete from your webserver using webmail application like squirrel, hoarde
2. Set up your client e.g. Outlook so that when you have made a copy onto your computer it deletes from the webserver.
3. Organise a backup of your emails either on local storage or online backup solution separate to web services

Get help from an IT person if you don't know how to set up your client to automatically delete mail.

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