

Email Marketing is a form of direct marketing that utilizes email as a way of efficiently distributing information and marketing materials such as email newsletters, advertisements, promotions and fundraising materials to prospective customers. Email marketing software (also known as email marketing services, email marketing solutions and email marketing programs) uses an online interface to simplify the process of creating and sending emails to contact lists of any size. These online interfaces provide the user with templates, designs and email creation wizards aimed at simplifying the bulk email marketing process from beginning to end. Nearly all email marketing companies also offer an easy way for the user to gather contact information, and the user can generate reports at their discretion to evaluate how their email marketing campaign performed.