**Email Marketing:**

* Email marketing is the use of email to promote a company's products and services or to connect with the customers.
* When it's done well, email marketing is an effective sales driver.
* When it's done wrong, email marketing can come across as spam that annoys customers.

**Why Email Marketing is Important:**

Email is a paperless way for you to keep recorded accounts of the correspondence between you and your business contacts. Email conversations and the attachments that accompany them take up less space in your email account than they would in paper form in your office filing cabinets.