



EMAIL



INTRODUCTION

Email has evolved slowly over the last two decades. Despite the rising popularity of messaging, social media and chat, email remains a critical component of most modern business communication. Choosing the right provider, and email setup is key to ensuring smooth communication for your customers and staff.

FREE VS PAID

If you're running a business, it seems obvious that you shouldn't rely on free email. Free email providers like Gmail, Hotmail, AOL and Yahoo! are under no obligation to provide you service or support. Your account could be there one day, and gone the next. If you're relying on your email to conduct business, make sure you're paying someone for it!

BRANDED EMAIL

For website owners, branded email means that you can use your own domain name, for your email service. You can use yourname@yourdomain.com, info@yourdomain.com or anything you want. Just make sure it's easy to spell, and remember.

PROVIDERS

There are two heavyweights in the premium, business email arena. Google and Microsoft.

- Google's offering is called **G Suite**, and costs about \$6/month per user.
- Microsoft's offering is called **Office365** and costs about the same.

Office365 <https://www.office.com> **G Suite:** <https://gsuite.google.com>

WELL SUPPORTED

As with anything related to your business, long term sustainability and support are key. Both Google and Microsoft offer 24 hour support that while not perfect (none are) is more than what you'd get with a free provider which is exactly ... nothing.