



IpsumVision

# Do you need an email with your brand?

A branded email address is an email address which ends with your company name (@yourcompany.com) instead of free emails providers like gmail or yahoo (@gmail.com).

This article intend to provide you clear information on the solutions you can use. Actually, there are two different levels:

## First level: Professional email for free with limited features

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If you already own a domain for your website, it is possible to create email addresses with the extension of your website (@yourdomain.com) and redirect each address to an existing email address (your personal email).

From this level, you have a branded email address for your business cards and nobody knows that the email is forwarded.

**Pros** : It is usually part of your yearly domain fee and there is no extra cost.

The other big advantage is to create department filtered emails. For example, you can create contact@yourdoamain.com, sales@yourdomain.com, support@yourdomain.com and forward the emails to the persons in charge of each department or you can also create an email with your employees names (firstnameandorlastname@yourdomain.com)

**Cons** : This address being a kind of virtual forwarding letter box. You cannot write and send an email from this professional address. you have to use your personal address (not branded with the company)

## Second level: Professional email subscription with services

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You purchase a branded email address from G Suite or Office 365.

This allows you to send emails from your branded email (yourfirstnameandorlastname@yourdomain.com).

**Pros** : There is a lot of advantages doing that:

- Professional image.

- Keep business and personal separate.

- Robust and Services platforms (The service is usually reliable and comes with professional apps and online drive storage)

- Promote your brand

Reduce email SPAM flagging (Professional email are less susceptible to be considered as SPAMs)

**Cons** : This service has a price. Branded email from the providers listed above are priced from \$7 to \$16 per month per address. It usually comes with an office software suite and cloud storage for your files.

**Want our support to implement it?**

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