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# **The Internet Marketing Benefits Of An Auto-Responder**

If there is one thing that every Internet marketer needs, apart from a website, and stuff to sell on it, it is an auto-responder. The Internet marketing benefits that an auto-responder e-mail service gives you is the opportunity to capture the names and e-mail addresses of your website visitors. You can then follow up with them in the hope of converting them into loyal customers.

As a website owner, you need to have one of these auto responders in your Internet marketing arsenal.

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