

HELP ADVERTISE ITS PRODUCTS AND SERVICES TO A WIDER MARKET USING EMAIL, SERVER & CLIENT COMMUNICATION

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ABSTRACT

The project is divided into three modules, i.e. server module, client module, and email module. The server accepts the connection to communicate from different clients through server socket class and all the details regarding the client connection establishment, Sending, receiving and termination is stored in the server. Clients can connect to the server when the server is active. Now the client can send and receive mails, attachments to other clients. The mail server allows the user to customize their profile, change themes as per own interest with idea and it is secure. You can change your password when you feel insecure with the old password, also has password recovery system in case you forgot your password you can recover your profile by verify your alternative email or phone number. The main aim of this project is to provide mailing services help advertise its products and services to a wider market which lets you compose mail and send to a respective selected object. You can send documents or images (attachments). Also one can search emails with the search technology within the inbox, outbox, drafts.

KEYWORDS: Server Module, Client Module, Advertise, Communicate, Password, Secure, Mail Server.

INTRODUCTION

Mailing services give free web based electronic mail. Mailing Services enables you to acquire new customers and to increase growth opportunities with existing customers. With a wide range of Direct Mail Lists Services, label mailing or mail merge services, we enable you to communicate with customers in a better way. The main aim of this project is to provide mailing services which lets you compose mail and send to a respective selected object. You can send documents or images (attachments). Also one can search emails with the search technology within the inbox, outbox, drafts.

To prepare new mailing system on PHP which provide all the services provide by any general mailing services with some extra features such as easy to operate, free messaging services are objective to make this project at very huge level but i just learnt how to make mailing service system. The vision for this project and training is to build and maintains a customer-oriented culture. The customer satisfaction is what we aspire for. Hence we are to provide a mailing service that is easy and comfortable to control and function with certain additional facilities.

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A mail server (or email server) is a computer system that sends and receives email. In many cases, web servers and mail servers are combined in a single machine. However, public email services (such as Gmail and Hotmail) may use dedicated hardware for sending and receiving email. In order for a computer system to function as a mail server, it must include mail server software. This software allows the system administrator to create and manage email accounts for any domains hosted on the server. For example, if the server hosts the domain name "techterms.com," it can provide email accounts ending in "@techterms.com."

A mail server (also known as a mail transfer agent or MTA, a mail transport agent, a mail router or an Internet mailer) is an application that receives incoming e-mail from local users (people within the same domain) and remote senders and forwards outgoing e-mail for delivery. A computer dedicated to running such applications is also called a mail server.

The mail server works in conjunction with other programs to make up what is sometimes referred to as a messaging system. A messaging system includes all the applications necessary to keep e-mail moving as it should. When you send an e-mail message, your e-mail program, such as Outlook, forwards the message to your mail server, which in turn forwards it either to another mail server or to a holding area on the same server called a message store to be forwarded later.

THE USE OF EMAIL IN BUSINESS COMMUNICATION

Email is widely used as a form of business communication and overall it is a highly effective communication tool. Email is inexpensive, only requiring an Internet connection that is generally already present in the business. Although a printout of emails is possible, emails often stay as soft copies because archiving and retrieving email

communications is easy to do. From the CEO to the janitorial staff and even temporary employees of the business can send and receive email communications.

Although it cannot and should not replace all face-to-face communication and others forms of communication, internal email usage can cover many areas within the business. Internal emails can function as an effective communication for sharing basic information, such as new cafeteria prices, paper use guidelines or security precautions, for example. Sending simple messages to an entire workforce with just the click of a mouse is fast, easy, convenient and can save the company money. If saved, the email can function as proof of a message sent or received, and is easily accessible to remind the recipient of pertinent information. Many businesses use email as part of its marketing efforts to share information with prospects, customers, and vendors.

Cheaper - If you weigh up the difference between offline and online delivering of messages, online messaging is usually much cheaper than offline messaging. A decent cost per click budget or email messaging is generally much cheaper than a series or run of offline or letter messaging and is often much more targeted and rewarding. This is not always the case, especially if you get deals for long term business deal it is easy to communicate through emails; on the whole you normally find that online advertising works out to be more cost effective and controllable in the long run.

Target Audience - A major advantage of online messaging through emails is that you can target your audience much more efficiently. With online email messaging you can select who your email is seen by, by age, location and many other factors, especially when using cost per click or other social media types of advertising.

More Options - When you consider the types of offline sharing of information or communication, you will normally be able to name the top three, which are letters, telephone and meeting face to face. But when you look at online email messaging the options seem to be much more, with cost per click.

Quicker - One of the biggest advantages of online messaging is how quick it can be. From the second you send you email message it will be delivered in less than a minute to the intended receiver depending on how good the internet is at that particular time. With offline messaging, especially latter messaging, you could be waiting up to a week for your letter is delivered to you, meaning you have to plan well in advance to capture time critical or seasonal messaging opportunities.

The existing system was thoroughly studied which uses manual operations for Maintaining information of the product item in paper and files which may be damaged due to externals causes like fire, water etc as a result it may lead to loss of information gathered permanently.

The main aim of this project is to provide a mailing service which lets you compose mail and send to a respective selected object. You can send documents or images (attachments). Also one can search emails with the search technology within the inbox, outbox, drafts. Mailing services gives free web based electronic mail. Mailing Services enables you to acquire new customers and to increase growth opportunities with existing customers. With a wide range of Direct Mail Lists Services, label mailing or mail merge services, we enable you to communicate with customers in a better way.

STATELESS PROTOCOL

As stated in the definition, HTTP is a stateless protocol. A protocol is said to be stateless if it has no memory of prior connections and

cannot distinguish one client's request from that of another. In contrast, FTP is a state full protocol, because the connection is not opened and closed with every request.

After the initial login, the FTP server maintains the user's credentials throughout the session. On the other hand, due to its stateless nature, there is no inherent method in HTTP for tracking a client's Traversal of a Web site. Every connection is a new request from an anonymous client.

The stateless nature of HTTP is both strength and a weakness. It is strength in that its stateless Nature keeps the protocol simple and straightforward. It also consumes fewer resources on the server and can support more simultaneous users since there are no client credentials and connections to maintain. The disadvantage is in the overhead required to create a new connection with each request and the inability to track a single user as he traverses a Web site.

WAMP SERVER

WampServer is a Windows web development environment. It allows you to create web applications with Apache2, PHP and a MySQL database. It also comes with PHPMyAdmin and SQ Lite Manager to easily manage your databases.

WAMP is a Windows OS based program that installs and configures Apache web server, MySQL database server, PHP scripting language, phpMyAdmin (to manage MySQL database's), and SQLiteManager (to manage SQLite database's).

WAMP is designed to offer an easy way to install Apache, PHP and MySQL package with an easy to use installation program instead of having to install and configure everything yourself. WAMP is so easy because once it is installed it is ready to go. You don't have to do

any additional configuring or tweaking of any configuration files to get it running.

The input form is the input document used to record information. The web site has the enquiry form that will help the clients to leave a message by typing their email address. The messages will go direct into Kolbe's account where the marketing manager will be responding to them.

CONCLUSION

In conclusion, having a mail server for any business nowadays is vital. The creation of a mail server will help advertise its products and services to a wider market. People will be able to access its services at any time. It has been observed that the mail server has met all the requirements and has achieved all the goals that were defined in the beginning of the development.

The proposed system has overcome some of the problems of the past. It has also reduced the manpower and paper work. The important aspect of the proposed system it has reduced the time. That is it has saved lot of time for the user as he/she can get information about the national parks from his own place and in his own convenient time. Further the system is developed in such a way that if necessity occurs. It can be enhanced and upgraded with the latest technology in demand.

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