

Your email is your personal identity, so choose it carefully

Vodafone has announced it's shutting down its email service, closing all accounts on 30 November 2017. If you or your business need a new email service, now's a good time to look at your choices and decide how you'll identify yourself online.

This resource will help you decide if you want to pick an alternate free email service like gmail or outlook, or if you'd rather create your own online identity.



What to do now

What do I need to do?

Remember your email account with Vodafone will be closing on 30 November 2017. If you're not using it, don't worry, there's nothing you need to do.

However, if you're using your Vodafone email account you'll need to find a new email provider. We're here to help you understand all your options for personal and business email, so you can be confident you've made the right decision.

What will happen if I do nothing?

Your email service will simply close on 30 November 2017. This means that after this date you will no longer be able to send emails from that address and you will only receive emails if you [set up forwarding via Vodafone](#). But, if you do something before that time, you can easily save all of your contacts and emails.



A domain name is good for business

75% of consumers believe it is either very or extremely important for a business email address to be professional.*





USING YOUR OWN DOMAIN NAME

Consider using your own domain name to build trust in your business

What is a domain name?

Think of your domain name as being a little like your mobile phone number, but for online use:

- Your domain name represents your name or brand and is totally unique to you.
- You can use it for a personal or business email address, and/or website address or you can redirect it to a social media profile.
- You can change email providers and keep your email address if you have your own domain name.

A domain name gives credibility

Evidence shows that potential customers will expect your email address to look professional and include the company name. This is where a domain can help your business.

According to research, if your business has a company name in its email and website addresses, you'll be seen as more professional and therefore more trustworthy.

Example

johntheplumber@clear.net.nz

 **Less trustworthy**

john@theplumber.co.nz

 **More trustworthy**

* According to 2017 Colmar Brunton survey

Need a domain name?

1. Don't have a domain name? Grabbing one is easy. A quick Google search will present you with plenty of companies that provide domain names and emails at a range of prices to suit your specific needs and budget - and you don't have to have a website.
2. Once you've decided on a provider it's time to choose a domain name. Here are some tips on [how to think about naming your domain](#). Once you've chosen a domain name, use [ONECheck](#) to make sure it's still available.
3. Purchase your Domain name and email.

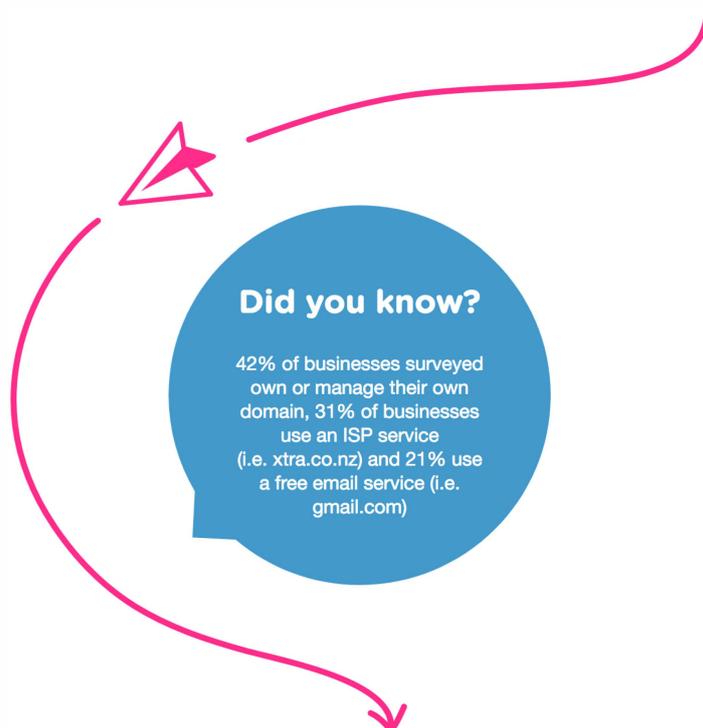
[GET DOMAIN NAME](#)

All set with a domain name?

1. Then adding an email is easy - just speak to your registrar or the company that manages your website to add a email facility.
2. Check out our [handy links](#) to connect your domain to your email, website and/or social media profiles, and for tips on how to get the full value from your domain name.

Did you know?

42% of businesses surveyed own or manage their own domain, 31% of businesses use an ISP service (i.e. xtra.co.nz) and 21% use a free email service (i.e. gmail.com)





NOT A BUSINESS?

You can source a domain for your own personal email use or you can choose a free email service.

GET DOMAIN NAME

If you're not fussed about having your own domain name, you can choose any email provider and service you like. Email providers offer you the service in exchange for your data, and their name then becomes part of your email address (i.e. yourname@gmail.com or yourname@outlook.com etc.)

Both [Gmail.com](#) and [Outlook.com](#) make email really quick and easy. They've also made it simple to transfer your messages from your old email account.

Guide to create a new free email account

1. Set up a new web based email account, like [Gmail](#), [Outlook.com](#), or any others of your choice (if you haven't already).
2. Use the unique link in the email sent to you by Vodafone to [set up your free auto-forwarding](#) to your new email address.
3. Move your old email messages and contacts to your new account.
4. Email all your contacts to let them know you've switched your email service
5. Update your email address with your relevant service providers.

Useful links for businesses

- [Get a domain name for email](#)
- [NZ in your business name](#)
- [5 reasons to have your own domain name](#)
- [What is your email worth to you?](#)
- [Making a name for yourself](#)
- [Linking your domain name to an email address](#)
- [Maximising SEO when you change your domain name](#)
- [Cultivate your web presence to grow your business](#)
- [Tips for startups and SMBs](#)