

In an effort to help users better manage email, gmail introduced a new tool for prioritizing email in the inbox - called [Priority Inbox](#) . Similar to the category tool that Outlook offers, you can now specify which emails are important, which are starred and then everything else.

As an email marketer, this means that you need to work even harder to ensure that you develop content that your readers value.

For more information on gmail's email tool, check out this post:

<http://gmailblog.blogspot.com/2010/08/email-overload-try-priority-inbox.html>