

3/29/05 - Newsletter: E-ListMail Jazzes Up Sales

Sales improve when you increase your number of contacts with prospects. They get even better when existing customers know more about your services. Your web site can do this. So put it to work selling!

A successful web presence has three elements - image, prospecting and communication. These are the abilities to do the following:

Capture the visitors' imaginations and convince them that your company is worth dealing with;

Convince the search engines that visitors should be sent to your site;

Continue the sales process to closure. Afterwards, simplify the client contact.

In the past, we have discussed the importance of capturing clients with a first class image and online prospecting. If you followed this advice, your site would capture new prospects 24 hours a day, seven days a week. You can leave the office and have qualified leads waiting for you the next morning.

What's your next step? Telephone calls and snail mail ... certainly. However, don't forget the fundamentals. Consider how E-mail can market your products or services, especially if you can send it to groups and even customize the message.

If you need more time in your day, this may be the time to consider using E-ListMail Service. E-ListMail Service is used to communicate with prospects, current and previous customers. Once you have gotten your customers to opt-in to your e-mail list, E-ListMail Service lets you send information when you're running a special, when you are launching a new product, or if you simply want your customers to remember you.

Now you can run database-driven opt-in email marketing campaigns with a powerful, yet easy-to-use Web interface. There is no software to download and no specific expertise is required. Everything is done from secure email servers and your web-based member list(s).

RP Design's E-ListMail Service is powerful. It offers:

Multiple email list management

One to one communications

HTML, text and attachment delivery

Integration with your web member database

Preview and test before delivery

No Software to Buy - Nothing to download - and there is a Free 30 day trial!

Your Team at RP Design Web Services

Bringing Your Business to Your Local Community And the World