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News



10/21/03 - October Newsletter - E-mail That Saves Time and Sales

Past Newsletters dealt with attracting prospects to your business web site and then selling them on products or services. This month, we will focus upon site visitor follow-up, particularly by the use of a server based E-mail autoresponder.

Why E-mail? Aren't we all deluged by Spam? Some prospective and existing customers actually want an E-mail reply after they contact us with a question. If we answer, we might close the sale. Yet, often we neglect to do this simply because we are too busy. We are not alone. A recent Jupiter Media Metrix report states that only 38 percent of online businesses respond to customer inquiries within 6 hours. In fact,

62 percent are taking longer
33 percent are taking 3 days or more
24 percent do not respond at all!

We all have the best of intentions, but managing E-mail has become a time-consuming job. An autoresponder helps.

Recently, we informed our clients that for a small amount each month they would have the capability to autorespond to inquiries. Most of them use this capability to tell people that they are out of the office; however, since the server-based autoresponder can be used with any of their E-mail accounts, the potential is much greater. Some have learned this and offer multiple E-mail accounts each with a targeted autoresponder. These include:

salesinfo@theirbusinesswebsite.com: For prospects who'd prefer to receive their sales information in an easy-to-print e-mail that they can read offline.

article@theirbusinesswebsite.com: A way to send prospects copies of articles that initiates the important "second contact."

faq@theirbusinesswebsite.com: Answer frequent prospect questions on the spot and close the sale.

instructions@theirbusinesswebsite.com: For customers who've purchased their product, service, software, etc. but need a bit of extra

help.

report@theirbusinesswebsite.com: Give visitors valuable information about their industry and increase the chances that they'll return to their site again and again.

info@theirbusinesswebsite.com: Let visitors know that they have received their message and will get back to them soon.

confirmation@theirbusinesswebsite.com: Confirm that they have received a customer's order or subscription.

If you are interested in exploring how this powerful customer service tool can help your business, please do not hesitate to contact us directly or visit our web sites' Client Only section for more details.

Until then, we thank you for your continued support,

Everyone at RP Design Web Services

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