

# **E-Marketing Programs Work!**

## **10% Increase in Gross Trade - WEEKLY!!**

Imagine being able to 'remind' your customers, periodically, WHY they buy from you in the first place! With all of the available choices they have, does it make sense that keeping your name in the forefront of their thinking will INCREASE how often they come back? If you can tell them BEFORE they come in about specials, 'deals of the day', or even coupon savings, will they SPEND more when they do come back? Of course it does, and OF COURSE THEY WILL!

NOW you can take advantage of the same customer contact marketing systems that showed large chains like Pizza Hut, Dominos, Papa John's increased return traffic, increased ticket sales, increased GROSS BUSINESS as high as 40% per Week!

## **WE DO IT ALL FOR YOU!**

We help you build YOUR lists, manage the subscriptions and deletions and maintain adherence to the US CAN-SPAM Act. We take the 'drudgery' out of the process!

We provide professionally designed templates for each of your messages. We design them using your art work and company logo's.

We provide you a report on EACH transmission showing total number sent AND how many were actually read by the addressee.

We show you how to integrate your every ad, every sign, every in-store note into your E-Marketing Program, and increase the ROI on ALL of your other advertising!

## **Plans as low as \$25.00/week!**

**Call or Email TODAY!**

**205.504.9825**

**dlyons@abusinessmentor.com**

# E-Marketing Program Options

## **BASIC WEEKLY PLAN: 12 Weeks, \$300.00**

- Professionally Designed Html Template using Customer Art
- One 'blast' per week, scheduled to customer preference
- Includes first 500 email addresses\*

## **BI-MONTHLY PLAN: 26 Weeks, (13 Sends) \$300.00**

- Professionally Designed Html Template using Customer Art
- One 'blast' every other week, scheduled to customer preference
- Includes first 500 email addresses\*

## **MONTHLY PLAN: 6 Months, \$225.00**

- Professionally Designed Html Template using Customer Art
- One 'blast' per month, scheduled to customer preference
- Includes first 500 email addresses\*

## **REQUIREMENTS:**

We operate your program as a third party service provider. All email programs are established and operated in strict compliance with the CAN-SPAM Act of 1996. In order to maintain this compliance these requirements must be in place before we can begin your program:

- You must have a website, or a registered domain name directing traffic to a web page that contains a properly formatted 'opt in' form where customers can register or request removal from your list.
- You must have three(3) valid email addresses. (Preferably dedicated ONLY to the E-Marketing Program! )
- You must have an approved system in place to collect customer email addresses WITH their 'permission' statements, AND an automated system to manage your list subscribers and unsubscribers.

# **WE DO IT ALL FOR YOU!**

#### **IF YOU ALREADY HAVE A WEBSITE:**

We can place the required form on any page of your present site, either directly or through your hosting provider. This is usually accomplished with no additional cost to you!

#### **IF YOU ~~DO NOT~~ HAVE A WEB SITE:**

For our clients we can arrange several levels of 'web presence' to fit any budget. If you need a website location, it can be arranged very inexpensively. Plans are available from \$50/year!

#### **IF YOU DO NOT HAVE AVAILABLE EMAIL ADDRESSES:**

We can setup useable email addresses in several different ways, **ALL AT NO ADDITIONAL COST!**

#### **WE MANAGE YOUR LISTS FOR YOU:**

- Our automated systems manage all list services.
- We record all **AUTOMATED** new subscribers, remove unsubscribers, monitor and remove changed and undeliverable addresses as they appear, **ALL AT NO ADDED COST TO YOU!**
- If you type new addresses into a .txt file, we will add them to your list **AT NO ADDED COST TO YOU!**
- We will even type them for you for a low, low cost of \$10.00/hundred!

#### **WE HELP YOU BUILD YOUR LISTS:**

- We work with you to build your list using your present floor traffic/customer records. Our proven methods **WORK!**
- Even if you are starting **FROM SCRATCH** – we delay sending until 250 addresses have been gathered and recorded. This usually takes less than 30 days!
- We recommend periodic 'expansion' efforts. 3-4 times a year we recommend sending new marketing emails to targeted lists of potential **NEW CUSTOMERS!**
- We update your current lists 3-5 days before each successive send of your email message.
- These remain **YOUR** lists! They are not shared or revealed to any other party.

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\* List size does **NOT** incur added costs for the first 500 entries. Depending on system availability, lists up to 3000 email addresses may incur added fees. These will vary from \$2/hundred, to \$4/hundred. Lists over 3000 addresses per send may not be serviceable under our quoted pricing options.