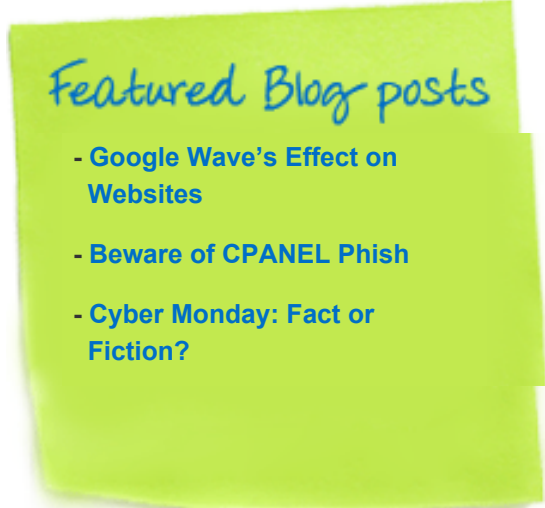




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New At Aplus.net

- ▶ First quarter promotion: free trial of Fax-to-Email and Email Marketing services.
- ▶ Visit our new [Coming Soon](#) page to view upcoming product releases.
- ▶ Aplus.net received the [2009 Phoenix Award](#) in the Online Service Providers category



Communicate with your Customers

Email marketing top choice by consumers



Regular communication is fundamental to building and maintaining a strong customer base. Regular outreach not only keeps your customers informed, but also drives customers back to your site (essential for online retailers) and keeps you company and products or services top of mind. There's a long list of ways you can communicate with your customers but email marketing is proven to be the most economical method and is also the preferred communication channel by consumers.

Most simply defined, email marketing is the process of sending marketing messages, such as newsletters, product announcements, business tips, savings coupons, etc., through email. Your email list may include existing customers, as well as, potential customers who opt-in to receive information about your company or services.

Email marketing is a proven marketing channel that shows no signs of slowing down. According to a [report by MarketingSherpa](#), many organizations increased their email marketing budgets in 2009, reallocating funds from traditional marketing channels. A report from Veronis Suhler Stevenson suggests that [spending on email marketing will expand at 18.5 percent](#) each year for the next five years making it one of the fastest growing direct marketing mediums.

Benefits of email marketing to businesses/marketers:

- Personable – segment customers and tailor content based on interests or preferences.
- Informative – learn about customers' interests by tracking which links they click in an email.
- Measurable – track who opened an email, what links they clicked, if they forwarded it on to a friend.
- Affordable – only minimal costs to send regular info to thousands of customers.



[Knowledge Base](#)

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- Revenue-generating – ideal vehicle to promote products and promotions to increase sales

Benefits of email marketing to consumers:

- Value – the no. 1 reason consumers subscribe to email marketing is to learn about discounts and receive coupons (Forrester).
- Knowledge – many consumers take pride in being “in-the-know” and value content that features stats and trends.

It's obvious that email marketing is an avenue that should not be ignored. While you are putting together your email marketing plan for 2010 keep these tips in mind to increase your success.

- Provide users the option to specify their preferences.
- Send newsletters only to customers who have “opted-in.”
- [Segment your customer base](#) for better response rates.
- Do not sell or rent your list to other companies.
- Respond to customer inquiries promptly.

And above all, remember this little tidbit from Microsoft, “Customers don't give you their e-mail address and other personal information out of altruism. They do it in exchange for something of value. It could be information (on your website, via email or through some other media), a free gift, a coupon or a chance to win a sweepstakes. Be creative, but also follow through by delivering real value to the recipient with every message.”

Buzzword: CPM (cost-per-thousand)

CPM is an Internet advertising term that stands for Cost-per-Thousand impressions (the M is for the Latin word mile, meaning thousand). An impression is also known as an ad view; therefore, one thousand impressions would mean that your ad was seen one thousand times. Sites who sell CPM advertising guarantee that your ad banner will receive a certain number of impressions. You will then be charged an amount based on that guarantee multiplied by the CPM rate. For example, a website with a CPM rate of \$15 that guarantees 250,000 impressions will charge you \$3,750. CPM advertising can be an affordable alternative to CPC (cost-per-click) advertising if your keywords are relatively expensive.

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110 East Broward Boulevard, Suite 1650, Fort Lauderdale, FL 33301 Phone: 877.275.8763

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