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Please make sure you're receiving emails from Aplus.Net. Add us to your email account's "safe list" so you don't miss out on our special offers and important account information. Not sure how to add Aplus.Net to your safe list? [Click here](#) to find out how.

The Aplus.Net Directory: Are You In?



As you read this, more than 700 Aplus.Net customers are networking with each other on the Aplus.Net Directory. Are you?

Remember, the Aplus.Net Directory is set up to provide you, our valued customers, with a convenient, easy, and FREE way to get the message out about your websites. It's there for your use: Network with other Aplus.Net customers, trade business tips and advice, and get more attention to your business. It's free for Aplus.Net customers. If you haven't listed your website yet, you just might be missing out on a big opportunity. Visit <http://directory.aplus.net> to check it out today!

Product News

Upgrades, Enhancements, Improvements

We're happy to announce the latest upgrades and enhancements to the family of Aplus.Net services:



Spam-protected guest book:

Our new, updated guest book function now comes complete with its own administrative interface and lots of great new features.



Updated public versions of the following integrated tools:

- Image Gallery
- Coppermine Image Gallery
- Joomla
- Advanced Forum
- Advanced Blog



Enhanced File Manager Functions

The Aplus.Net File Manager now supports archive handling (i.e., the ability to extract .zip/.tar files, and create .zip files).

[Check out the Aplus.Net website for new products and services...](#)

Expert Opinion

Email Marketing: The Smart Way, and the Wrong Way



When it comes to reaching your customers (or potential customers) via email messaging, it's essential to realize that with the wrong approach, you're more likely to anger and alienate people than win their business. Email marketing seems like a simple concept, but, like all effective marketing, there's an art to doing it right. BtoBonline.com recently ran a great article outlining all the common mistakes to look out for, and we run down the details for you in this month's Expert Opinion article.

[Read full Expert Opinion article...](#)

Company News Coverage and Awards

Aplus.Net Makes HostReview's Top 10 List for Best Web Hosting Company and Best Dedicated Server Provider for 2006! We're pleased to announce that HostReview has named Aplus.Net as among the industry's ten best companies in two categories: Best Web Hosting Company, and Best Dedicated Server Package. HostReview bases their awards on a company's overall performance, including "plans, prices, uptime, guarantee and customer support, as well as the web hosting reviews and online presence of the companies." Read more [here](#).

The San Diego Business Journal covers the story of Aplus.Net's move to Kansas City, and the recent announcement of changes to the executive management team. Read it [here](#).

Newswire and many other news sources are also carrying the latest news about Aplus.Net's recent announcements. Check it out [here](#), and [here](#).

[Learn more about our awards here...](#)

[Learn more about our news coverage here...](#)

Customer of the Month

Imolio.com; Vintage-Prints.com



“Back in 1999, Aplus.Net was my first choice for web hosts. I now take full advantage of all of Aplus.Net’s great offerings, including MIVA and osCommerce with UNIX, PHP and MySQL.”

– Mr. Gregory Chase, Founder of www.Imolio.com and www.Vintage-Prints.com.

Mr. Chase founded www.Vintage-Prints.com — soon to be wholly transitioned into www.Imolio.com — with the help of Aplus.Net in 1999, after years of conducting his online business transactions via eBay.

“At first, my business was mainly selling original fine art prints, paintings, lithographs and posters,” Mr. Chase recently told Aplus.Net. “Over time, I started receiving a greater amount of requests for copies of the more expensive prints and lithographs that I had, and my business shifted from sales of original items to sales of reproductions. Now about 95 percent of my business is the sale of reproduction prints, and I have more than 25,000 digital images.”

“Just as on my first site, Vintage-Prints.com, my new site Imolio.com is designed to let consumers purchase reproduction prints. The difference is that fine art galleries, custom framing shops and home decorators can also buy and download the images. Imolio.com has also branched out, joining up with art museums and galleries worldwide. So, we now offer digital images of art from all these institutions and galleries, giving everybody the chance to enjoy fine art prints at a fraction of the cost.

Our long-term goal is to make Imolio.com a databank of digital images of all the worlds’ fine art — it’s already the place to get reproductions of art that are rarely ever displayed or seen by the public.”

Growing with Aplus.Net

“When things started growing, I knew my next move was to upgrade to one of Aplus.Net’s dedicated servers. And eventually, I wanted to branch out even further, so I worked with the Aplus.Net sales department to design an 18-Terabyte Storage Server. One of the greatest things about Aplus.Net is the ability to start domains without any further cost. I now have 19 different domain names. I even started up websites for my two sons. It helps to give them the tools they’ll need for college and, eventually, the job market. And it’s made my 6-year-old the most popular kid at the skateboard park!”

Visit: www.Imolio.com
www.Vintage-Prints.com

Think you should be Aplus.Net’s next customer of the month? We’d like to hear about your success story. Send details to .

Small Business Center

Power Blogging 101



Okay, we realize that for the past few years, the word “blogging” hasn’t exactly been underused. We understand if you’re sick of the word and all the attention attached to it. However, that attention is well-deserved: Like it or not, blogging is one of the most revolutionary communications devices of recent years—if you’ve been ignoring it, it’s time to reconsider.

Consider this: Blogs have swung the door to easy communications between consumers and businesses *wide open*. They’re simply the best tool for giving your consumers a forum to speak out. And you can monitor this forum, as opposed to having your customers vent about you at some unknown website, where you don’t get to listen in. With a blog, you can set the topic, and help to promote your message, inviting comments and feedback accordingly.

That being said, it’s not always so easy to get your blog up and running. So what are the secrets to making your blog appealing to customers, and getting it to work to your advantage? This month, we look at what some of the Internet’s experts have said on the subject.

About.com: Why Blogging Matters to Business.

About.com's Susan M. Heathfield understands the secret of why blogs have caught on so well: "What sets blogs apart from other online writing ... is their dynamic nature (as opposed to static Web pages) and their voice (style)." This article argues that "the voice of the writer (or writers) of the blog, in a successful blog, is unique to that blog." It goes on to outline four key issues that make blogs essential to your business:

1. "A business blog is an informal, easily maintained method for regularly communicating with your customers. A business blog offers a more approachable, informal information-providing approach in which customers find enjoyment, get to know your company, and learn about your products, achievements, and innovations."
2. "A business blog is an informal, easily maintained method for regularly communicating with your employees ... The blog differs from email in that a permanent record of posts is maintained by category. The second advantage is that all employees receive the same information at the same time."
3. "A business blog can provide a 'voice' for your company that educates and informs your website visitors; it is more easily updated than traditional web pages."
4. "Your employees may also be blogging. You want to ensure their blogs do not give away company confidential or proprietary information, or trade secrets."

The article goes on to list good examples of companies that have effective blogs, such as Google Blog and GM's FastLane Blog. Read the whole article [here](#).

CNN Money: Blogging for Dollars

"Blogs today benefit from what might be termed uneconomies of scale: They are so cheap to create and operate that a lone blogger or a small team can, with the ever-expanding reach of the Internet, amass vast audiences and generate levels of profit on a per-employee basis that traditional media companies can only fantasize about."

"At the same time, advertisers—shunning old-line media in favor of the Web—are discovering the unique power of blogs. Blogs offer a personal touch in the mediascape; small sites have become our guides to a content-saturated world. As such, their recommendations are highly valued by readers — which naturally has made advertisers take notice. In recent months, big-name companies like Banana Republic and Coca-Cola (Charts) have for the first time run campaigns on blogs, in the belief that blog communities often consist of concentrated numbers of the passionate and influential people all marketers want to reach. Intel bought its first blog ad in March; now all its ads run on blogs as well as traditional outlets. Says Thom Campbell, head of media strategy for Intel (Charts), 'The audience on blogs is the cream of the crop.'"

[Click here](#) to read this article in its entirety.

BusinessWeek: Six Tips for Corporate Bloggers

BusinessWeek tempers their enthusiasm for the power of the blog with some well-advised pointers to make sure your business blogging efforts don't backfire:

1. Train Your Bloggers: "Who's on your communications team? It used to be a small group, but now everyone who blogs at the company is spreading the message. And it's important that these people be trained."
2. Be Careful with Fake Blogs: "... pseudo-blogs are risky because many of the most passionate bloggers view them as an affront to their community, and each one stands out like a billboard in Yosemite. When the blogosphere gets hold of a fake, it can turn it into a public roasting of the company."
3. Track Blogs: "Why is it important to do different kinds of tracking? Postings even from small-time bloggers can get picked up by a search engine, amplified by a top blogger, and eventually break into the mainstream. Last summer, blogs picked up an anonymous post in an online discussion forum from someone who boasted he could break Kryptonite bike locks with a Bic pen. Within a week the story had bubbled up to The New York Times, and Kryptonite recalled the locks."

4. PR Truly Means Public Relations: "Blogs knock down the barriers between a company and its customers. Businesses need to take that into account and adapt."
5. Be Transparent: "Being open about the kind of marketing you're doing is critical."
6. Rethink Your Corporate Secrets: "What's the value of a locked up secret? In the world of blogs, you may find more value in sharing what you used to think of as secrets. Blogs are certain to make you rethink what should be squirreled away, because companies are increasingly sharing such information to win new partners and harvest fresh ideas. This doesn't mean they don't keep secrets or that you shouldn't — only that you should reevaluate whether you can get more out of sharing information or keeping a lock on it."

[Click here](#) for the original article in its entirety.

Sources:

1. Heathfield, S.M. Why Blogging Matters to Business. *About.com*. Retrieved February 5, 2007 from http://humanresources.about.com/od/businessblogs/a/business_blogs.htm
2. Kaihla, P; Sloan, P. (2006, October 2) Blogging for Dollars. *CNNMoney.com*. Retrieved February 5, 2007 from http://money.cnn.com/magazines/business2/business2_archive/2006/09/01/8384325/
3. Baker, S.; Green, H. (2005, May 2) Online Extra: Six Tips for Corporate Bloggers. *BusinessWeek Online*. Retrieved February 6, 2007 from http://www.businessweek.com/magazine/content/05_18/b3931007_mz001.htm

Help Links

At Aplus.Net, we are committed to providing you with great customer support, 24x7x365.

Knowledge Base -- <http://www.apluskb.com/>

Technical Support -- <http://www.aplus.net/support.html>

Control Panel -- <https://cp.aplus.net>

Keep It Current!

Keeping your address current is more important than you realize, and the success of your website just might depend on it. For example: "Marty" was a happy and hard-working customer who failed to notify Aplus.Net when his email address changed. Marty didn't realize that he was missing important emails notifying him that his domain name was about to expire. Because of this simple mistake, Marty lost not only his domain name to a competitor, he also lost countless hours of hard work and months of progress. Don't make Marty's mistake—Keep your information current!

Update your new e-mail information in our system online. We've made it easy! [Here's how to do it ...](#)

Refer a Friend

Refer a friend to Aplus.Net and get a FREE month of hosting! Make sure your friend remembers to mention your name and email address when signing up.

Feedback



What do you think of our newsletter format? Let us know! Email us any of your feedback regarding the newsletter at . We're always looking to improve, and we're always happy to hear your suggestions!

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