

How to Bring In More Sales From Your Customer Database With Permission-Based Email Marketing

- 1. Use the most effective customizable and analytical program available.**
- 2. Apply ethical and sound marketing principles to ensure the greatest success of your email marketing campaigns.**
- 3. Enlist Dundee Internet Services to handle it all!**

Everyone knows it is always easier to sell to your existing customers than to your potential customers. However, existing customer relationships may not automatically translate into increased sales without effective regular communications between you and your customers.

We know how to build ongoing relationships with your customers that will help you pull in the orders.

Connect with your customers to make them feel valued

- Always ask for an email address and permission to send them email.
- Publish your privacy policy to assure your customers that you are not selling their data to third parties.
- Respond to their questions and inquiries-: Acknowledge each person's importance to you
- Follow up with more information

Grab their interest with rich, high quality content.

- **Newsletters:** Build trust and credibility with newsletters that are professionally written and formatted in a consistent, recognizable style.
- **Promotional specials and coupons:** Designed to maximize the impact of your newsletter sales messages.
- **Landing pages:** Designed and managed to complete more sales.



**Learn more about what's important to your customers -
Knowing the details will give your customized sales
messages greater impact.**

- **Member profiles:** Make it easy for customers to continually provide more useful information about themselves.
- **Surveys:** Learn what motivates your customers' buying decisions.
- **Mail Merge:** Customized one-on-one marketing. We can create offers specific to your Customers based on their buying history and their profiles.

**Immediate attention to your customers' needs - Automated mailings can be
triggered by specific user actions, so your customers can receive
personalized messages when:**

- They subscribe to your mailing list
- They purchase a product
- They abandon a shopping cart: What happened? Can we offer you something to complete the order?
- They click on a link within your newsletter
- It is time for a re-purchase reminder (with or without a coupon incentive)

Testing, tracking and timing

- How effective are your sales messages? We can find out ... then fine tune!
- How many people are opening your messages?
- How many people click on the offers?
- How many people forward your messages to a friend?
- Which offers resulted in a purchase?
- What time of day/day of the week results in the most sales?
- A/B testing: does Offer 'A' or Offer 'B' perform better?
- We use the most effective customizable and analytical programs, and apply sound marketing principles, to ensure the greatest success of your full-scale email sales and marketing campaign.

***Read to Get Started? Call us today (888-222-8485)
or email info@dundee.net***