

E-Marketing Rule #2

Deliver information to your clients.

1) Offer content: create an information program that creates depth of content on your website. Visitors to your website and subscribers to your newsletters will judge your company's fitness by the quality & quantity of information you have.

2) Engage readers. Encourage them to succeed by giving them advice that will help them. Make them want to return to your website. Make them beg to subscribe to your newsletter.

3) Keep your content current, 'nuf said.

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Drive Your Clients

Drive your clients to the bank!

Recently a professional saleswoman mentioned that she was developing business the traditional way—offline; however, when the prospects placed their first orders via the company's website, she wasn't getting credit for the sales. She was losing her hard-earned commissions.

I suggested that she ask her company's webmaster to add a field to the new-client application that inquired as to how the prospect was invited to the website. This question was now an opportunity to credit the saleswoman's hard work.

Make sure you use your company's website to help you sell; make sure the website gives you the credit you deserve.

"Thank You," Two Important Words

Sending thank you cards to your clients and vendors is an easy way to maintain positive relationships.

Where Are You?

According to a recent industry poll, most people use the Internet to search for information (57% reported). Almost half, 46% of users reported searching for specific product information on the net.

Only e-mail was a more popular use of the Internet than information searches.

With most users going to the net to search, when they need your product or service, will they find you?

If your site isn't listed in the top 10 responses to a search query, you might as well not be listed at all!

Find out how to raise your search engine IQ. Call us, we'd love to help.

Business Surprises

Do you know what your clients want to see on your website?

Have you asked them?
Do you care?

Of course you do! Ask your webhosting service for reports that detail the most popular pages on your website. What you learn might surprise you—and it shouldn't!

Electronic Books

Like it or not, electronic books are the future of publishing. Fine paper and hard covers may feel good to the touch, but the low cost of electronic publishing will win out in the long run.

Adobe Acrobat is the most widely-used electronic publishing software.

With Acrobat, everyone can create e-books that are readable on *any* computer.

Acrobat PDF (portable document format) files are easily printed without expensive software. Find out if e-books have a place in your company by visiting Adobe's website: www.adobe.com.

Send a Client Newsletter

Don't have time to write your own newsletter? Worried about your writing ability?

Send FastTips newsletters to your clients with your company's address preprinted on each copy. They're the perfect way to touch your clients and prospects twice a month.

Call for details.