

## **Benefits of Email Newsletters**

- \* Lower your marketing costs, without any printing.
- \* Launch your email campaign immediately or create a special and let it fly right away. Do not wait for the newspaper
- \* Priced easily for small businesses – Constant Contact starts at \$15.00/month, but with the library plus (needed to access lots of photos and the archiving features, the cost per month is \$25.00 for up to 500 email clients.
- \* Target customers who want to be contacted (permission based) and group them according to their needs, likes and previous purchases. – For example furniture or landscaping
- \* Learn who opens, clicks, and forwards with real time reports provided after every newsletter goes out.
- \* Amplify your message with Social Media.
- \* Show them a professional look, as your newsletter can mimic your website
- \* Grow your business through referrals. Newsletters are easy to forward, and especially when they can easily "join your mailing list" or "like you on Facebook"
- \* Keep in front of your customers regularly.

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Email and Social Media Marketing

Solutions Partner with Constant Contact



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# Constant Growth

Marketing & Consulting

LEARN. GROW. PROFIT.



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