

Business in Berkshire Email Marketing

Email marketing is a highly-effective way to build your business. If you communicate regularly with your customers and share useful information with them, you build a bond of trust. Adding email marketing to your marketing plan can help drive traffic to your website, attract new customers, and increase brand loyalty amongst your existing customer base. Business in Berkshire email marketing is also the fastest, most cost-effective way to communicate your latest news and special offers to your prospects

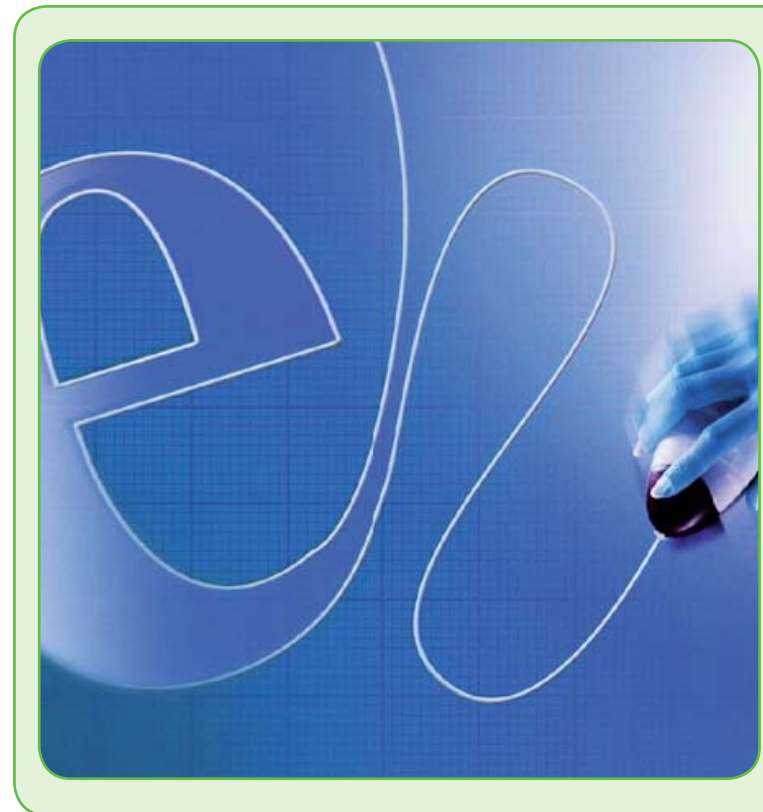
Business in Berkshire, in conjunction with our parent company LiaseOnline Ltd, have been involved in email marketing for over 5 years. How does email marketing work? An email marketing campaign involves sending your prospects and customers regular communications by email (an email newsletter). This helps to keep you and your business in the picture, so the next time the recipient needs your product or service, they think of you first.

An email marketing newsletter also acts as an ideal medium through which to share information relevant to your field, pass on useful tips to your customers, and let them know about your latest special offers. If your competitors are already using email marketing, chances are they're already tapping into your potential customer base.

The Business in Berkshire email marketing system is highly sophisticated yet simple to use, allowing you to monitor the results: (How many have opened your email? How many have clicked through to your site? How many have unsubscribed?) which means you can fine-tune your email marketing communications to maximise results.

Business in Berkshire email marketing packages give you everything you need to create your own regular newsletters for your customers and prospects, including all the features mentioned in this article. You create your newsletter using a user-friendly control panel, so it's easy to start using the system straightaway to get things moving.

For more information, contact Jon Davey on 01753-852904.



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