



Search engine friendly websites + email marketing = ?

Search engine friendly websites plus email marketing equal sales!

We launched our **email marketing service** back on 2001 after we'd been asked by a marketing agency to run an email marketing campaign for a national charity.

Initially we used a standard html template which was sent out by the charity using their email in house system. This solution meant we had no tracking and so didn't know if our email got through or if the recipients had clicked through for more information.

Our **email marketing software** business was born in the form of LiaiseOnline and we went off looking for marketing and PR companies to use our service to promote **business ideas**. Along the way we found customers to work with directly and marketing & PR companies who could add value and manage the client relationships, leaving us to bill just for the email units.

18 months later we launched **Business in Berkshire** as a mechanism to promote our email marketing business while informing local businesses on **business networking opportunities** and pushing their **product pr** & promotions in order to generate targeted business leads.

Today we are looking to combine target email newsletters to opt-in databases with online **sales lead generation** and **promotional micro sites** to maximise **business development opportunities** for all through our **seo consultancy services**.

This means we are creating content for multiple **small business** websites to ensure those looking for **search engine friendly websites** are finding our **micro sites** and information on the range of services that we can provide to help you become a leading player in your marketing place!

We can assist you in achieving your **lead generation & marketing website** goals. Call 01753 852904 quoting 2blg1.

If you're reading this and actually have a need for a product or service, tell us your need and we'll push it through our systems and let's see if we can help find you a supplier.

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