

A Penny an Email

the Silver Bullet Email Marketing Solution

According to a recent study on email usage 97% of consumers regularly use email. So it's not hard to see why 94% of marketers have adopted email newsletters as part of their marketing strategy. LiaiseOnline have put together a special 'Silver Bullet' email marketing package aimed at marketing and PR companies looking for a turnkey solution to their email marketing needs. This offer combines the launch power of our very own BusinessinBerkshire CMS and the advanced tracking of our email marketing toolkit (including 10,000 FREE email units) to bring you the best chance of hitting your target audience.

With 10,000 free credits, the Silver Bullet package gives your business everything you'll need to start sending out regular targeted email communications to your customers and prospects.

Our Silver Bullet email marketing solution includes the following for £540 per year:

- **Your own dedicated webspace in BusinessinBerkshire.co.uk to publish your articles and features. Our articles consistently achieve excellent search engine rankings. Publishing your articles in your space and linking them to your website is almost like jumping the queue to get onto the first page of Google. Your articles will also be published in the appropriate BusinessinBerkshire newsletter.**
- **Your own email newsletter facility. An opt-in form will be added to your account to allow people to sign up for your email newsletter. This can be despatched in plain text or full html. We provide the solution for distributing the emails. 10,000 FREE email units are included in the membership.**

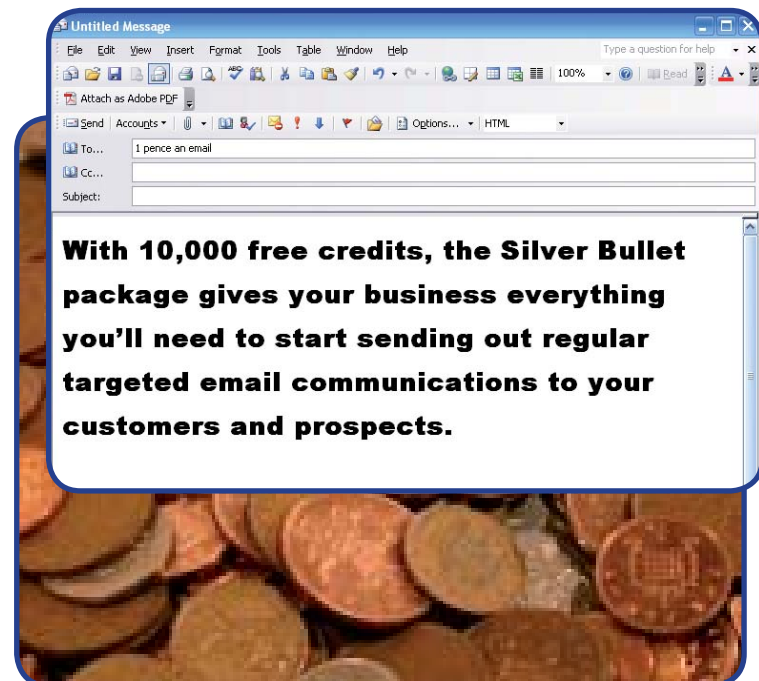
A recent report conducted by Forrester Research Inc. (entitled 'Email Marketing Comes of Age') compared the effectiveness of email and direct mail marketing. It found email users tend to purchase 138% more than those who do not read email. They also act more on impulse and don't mind paying extra for the convenience of shopping online. Plus they make great sales people – often referring business as a result of recommendation or forwarding marketing emails to others.

LiaiseOnline have been innovators in the e-mail marketing arena for a few years now, providing email marketing tools, content management systems, RSS feeds, video streaming, blogging, customer relationship management systems, web assistants and other Internet technologies to help our customers and their partners grow their businesses.

Talk to us on 01753-852904 and we will be glad to discuss a solution for your e-business needs or campaigns.

www.liaseonline.co.uk

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