

# Email Marketing Silver Bullet Package

Our email marketing solution has proved so effective as a means of generating web visibility and traffic, we're keen to tell the world about it and get more people involved.

If you're a PR or Marketing organisation looking for a user-friendly, cost-effective email marketing package then read on. We have put together an excellent value for money Silver Bullet package. This 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.

When a prospective customer searches for your type of business, what are the chances of them finding you on the first page of Google? If you're not getting the results you want from your website, what can you do to boost performance without spending a fortune on optimisation? There is an answer: email marketing. It's a proven method of driving traffic to your site and boosting your search rankings.

PR and marketing companies love our email marketing system because it's easy to use, yet it's backed up by highly sophisticated analysis tools which allow you to tailor-make your email communications to generate the best results.

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

- Your own webspace in BusinessinBerkshire.co.uk from which to publish regular articles about your business – a powerful way to generate clickthroughs to your website and boost your search rankings. (Our designer will produce a full colour PDF version of your article).
- Opt-in email marketing form
- 10,000 email credits (usually 1000)

## How does it work?

By keeping your customers and prospects up to date with your latest news with a regular email communication, they will think of you first when they next need your product or service. It's a proven way to win and retain customers.

## What about results?

"The Carphone Warehouse called us after finding us on Google using the search term "CD Printing". This resulted in an order for over a million CD ROM's in card wallets – we were also asked to produce the content. We now project-manage production on a monthly basis of around 100,000 CD ROM's, a card wallet, and a leaflet. Without the benefit of Business in Berkshire we would not have appeared on Google as high as we did and would have been unlikely to get a call from this customer in the first place." - Andy Palmer, Marketing Collateral

Find out more, visit [www.liaiseonline.co.uk](http://www.liaiseonline.co.uk) or call us on 01753-852904.

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