Three Reasons to Have an E-mail Marketing Program

By Brian Florip

Nearly every Web site you visit has a "sign up" offer. Whether it's breaking news, coupons, members-only specials, or any number of other offers, companies want to keep in contact with their existing and potential customers. But why use e-mail for this contact?

1. It's inexpensive

With an e-mail campaign you can reach a large, targeted group of people for a fraction of the cost of printing and postage. Chances are, you already have a database of existing and potential customers already. That's the perfect place to start your e-mail list, and it's free.

2. It Works

E-mail marketing allows you to proactively increase sales, drive Web site traffic, and build customer loyalty, instead of waiting for customers to contact you. We have noticed significant increases in Web site traffic for the companies whose e-mail programs we manage. This site traffic leads to inquiries and sales.

3. It's Immediate

With today's e-mail campaign systems, we can tell exactly who read the e-mail and visited the featured links in the e-mail. There's no guessing if your campaign was effective – you know right away. You can also tweak some of the variables and send a similar e-mail to different groups to see which gets better results.

And here's a bonus reason when you let Wavelength Interactive run your e-mail program:

4. It's Easy

You just send your copy and a distribution list to us and we'll take care of the rest. You tell us what you want to see, and we'll do the work. You can view the finished product before it's delivered and detailed reporting after delivery.

Give Wavelength Interactive Communications a call today and start boosting your business with an e-mail marketing program tomorrow.

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Brian Florip is a founding member of Wavelength Interactive Communications, LLC, a full-service interactive communication firm, specializing in custom Web site design and hosting, search engine optimization, and e-mail marketing. Contact Brian at brian@wavelengthinteractive.com for a free performance evaluation of your Web site.