

Repeat Business for Pennies per Customer

www.ExactLeads.com

Why Email Marketing? – It Works!

- **High Impact**
 - Response rates 5x greater than direct mail and up to 25x greater than banner ads
- **Immediate**
 - 85% of your responses in first 48 hours
- **Measurable**
 - Counts emails opened and number of click-throughs (CTR)

"54% of small businesses surveyed rated e-mail as top online promotion to drive site visitors and customers to their web sites"
DMA Interactive

Why Email Marketing? – It's Inexpensive and Easy!

- **Inexpensive**
 - Costs just fractions of a penny per email
 - No production, materials or postage expense
- **Easy Campaign Creation**
 - No technical skill required
 - No designer or agency necessary
 - Web-based service
 - Professional HTML templates

"This is definitely something a non-techie can do. It took us about 45 minutes - start to finish - to build and compose our e-mail. And each campaign since then has taken less time to set up."

Shavi Mahtani, CEO of WatchZone.com.

Why Email Marketing? It leverages all your investments

- Leverages your customer base and contact lists
 - Six time less expensive to sell to an existing customer versus finding a new one
- Leverages your on-going operational activities
 - Every customer or prospect touch point is an opportunity to request an email address
- Leverages your marketing and website spending
 - Every marketing or sales program is an opt-in email collection opportunity

What Does it Take to Do Email Marketing?

- Email List
 - Quality is Key
- Expert Email Writing
 - Create professional email communications
- Professional Transmission
 - Email delivery and formatting
 - Results reporting

Selecting a List

- Choose your exact buyers and influencers
 - By job function
 - By industry
 - By location
 - By size

Join the Sunset Travel mailing list	
Email:	<input type="text" value="marytrips@yahoo.com"/> <input type="button" value="Go"/>

Permission and Privacy

- Types of permission
 - Permission-Based (explicit)
 - Your Customers (implicit)
- Unsubscribe or Opt-Out always available
 - Monitor carefully
- Respect the privilege
- Clearly post your privacy policy
- Ignore the extremists

Types of Campaigns

- Personalize Letters
- Newsletters
- Promotions
- Service Announcements
- New Product Announcements
- Seasonal Promotions



TimeshareValues.com
A Leader in Internet Timeshare Sales

TimeshareValues.com Newsletter Properties and Ideas to Make Your Travel Fun August 2001

in this issue

- St Maarten in the Caribbean - Pelican Resort Club
- South Florida in January - Surfside, Pompano Beach
- Early July in the Gulf Coast - Caribbean Beach Club
- More Properties - & A New Place to List

St Maarten in the Caribbean - Pelican Resort Club
A tropical paradise awaits you at Pelican Resort Club. Located on Simons Bay, the

Introducing Diane Kennedy

Rich, Rich's Loop-Holes

South Florida in January
The best time of year
The Surfside puts
January every year

GEORGIOU Studio
Mother's Day Savings!
Shop on-line and get 10% off retail and extra \$20 discount when you spend \$100 at georgiostudio.com.
Enter the promotional code MDG5743 during checkout.

Georgiou's Spring 2001 Collection is our most exciting yet! Brings our contemporary style alive with exciting new colors and fabrics. Please know that we accept internet returns at any one of our stores.
[Our entire collection is just one click away!](#)

Tom Howd Appointed VP of Services
June 29, 2001
Brings over 19 Years of Experience to B2B E-marketing ASP

Greetings Friend!

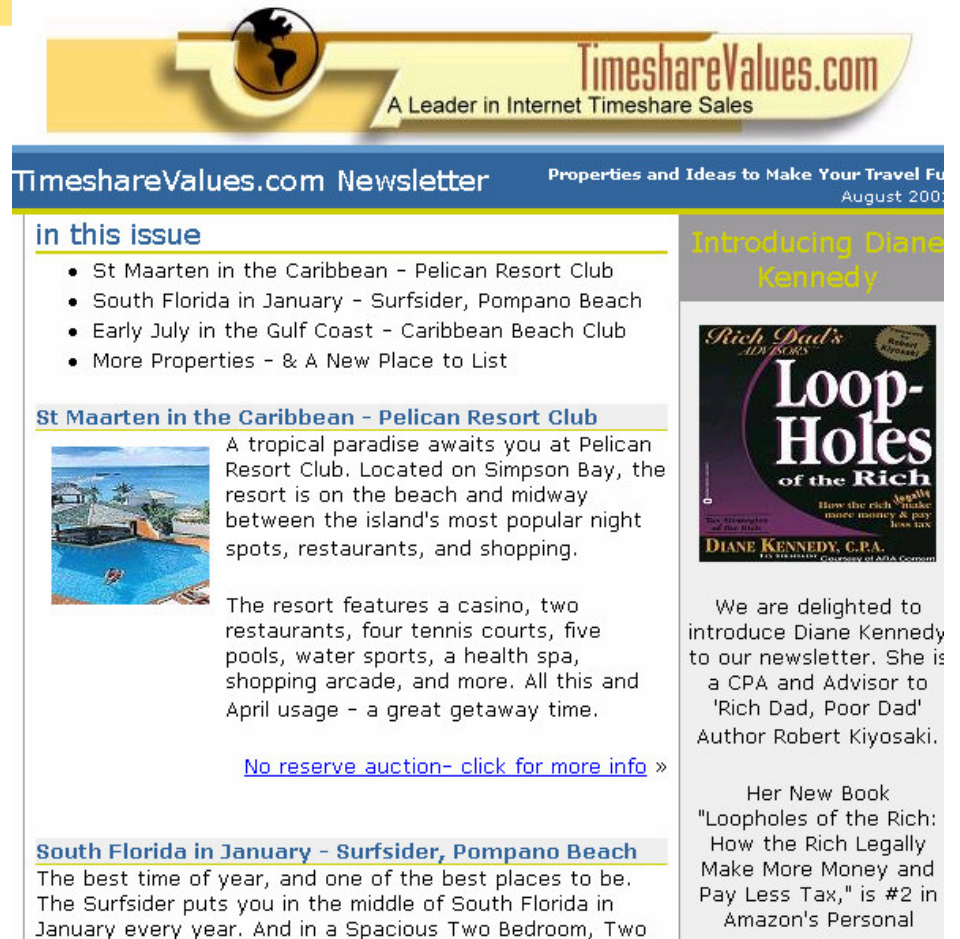
Roving Software the leading provider of self-service email marketing tools and services for small and medium sized businesses today announced that Tom Howd has joined the company as Vice President of Services. With more than 19 years experience serving in senior engineering and services positions at high technology companies, Howd will drive all aspects of customer success including customer service, billing automation, and the development of future professional services offerings. Howd will report to CEO Gail Goodman.

Roving Software is dedicated to providing the industry's more than 20 million small and medium businesses with the email marketing tools and services they need to be successful. Roving's Constant Contact® solution is marketed and delivered through a wide variety of channel partners including AllBusiness, DigitalWork, Eblitium, Inc.com, NetLedger.com, SwitchBoard, Inc., and Trellix. With Constant Contact, small and medium businesses can easily and cost effectively communicate with their customers to increase loyalty, drive repeat sales and build long-term customer value.

"Tom's depth of experience, especially his expertise in support and services, makes him an outstanding addition to the Roving management team," said Gail Goodman, CEO, Roving Software. Our tens of thousands of small business customers look to Roving for advice and assistance. Tom's vision and leadership will guide the team in developing and delivering our service offerings.

Example: TimeShareValues Newsletter

- Educate and inform
- Build relationships and loyalty
- Position yourself as an expert
- Encourage word-of-mouth referrals
- Remind customers to return to your website, use your service.




The screenshot shows the header of the TimeShareValues.com newsletter. It features a globe icon and the text "TimeShareValues.com A Leader in Internet Timeshare Sales". Below this is a blue navigation bar with "TimeShareValues.com Newsletter" and "Properties and Ideas to Make Your Travel Fun August 2001".

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St Maarten in the Caribbean - Pelican Resort Club



A tropical paradise awaits you at Pelican Resort Club. Located on Simpson Bay, the resort is on the beach and midway between the island's most popular night spots, restaurants, and shopping.

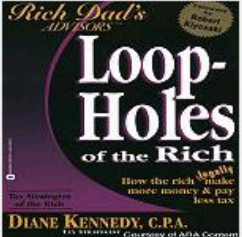
The resort features a casino, two restaurants, four tennis courts, five pools, water sports, a health spa, shopping arcade, and more. All this and April usage - a great getaway time.

[No reserve auction- click for more info »](#)

South Florida in January - Surfsider, Pompano Beach

The best time of year, and one of the best places to be. The Surfsider puts you in the middle of South Florida in January every year. And in a Spacious Two Bedroom, Two

Introducing Diane Kennedy



We are delighted to introduce Diane Kennedy to our newsletter. She is a CPA and Advisor to 'Rich Dad, Poor Dad' Author Robert Kiyosaki.

Her New Book "Loopholes of the Rich: How the Rich Legally Make More Money and Pay Less Tax," is #2 in Amazon's Personal

Example: House Of Ascot *Product Promotion*

- Boost sales, appointments and traffic
- Promote your brand
- Introduce new products or sales



HOUSE of ASCOT
Fine Gifts and Collectibles from England

Greetings!

House of Ascot is proud to introduce one of the latest arrivals from Timothy Richards, the Telephone Box. Whether you've seen them in the movies or during your last visit to Britain, Mr. Richards's latest piece is quintessentially English and a must have for your collection.



Telephone Box

The red telephone box is a familiar landmark intrinsically linked with Britain. It was designed by Giles Gilbert Scott for a competition in 1924 to find a suitable standard pattern of kiosk that might be introduced within Britain. Can be used as both a left and right piece in a pair.

\$99.95

[More details...](#)

Special Offer



Kensington Palace Gates

Critical Email Campaign Elements

- The Subject Line
- Body Copy
- The Call to Action

The Subject Line

- Keep it short and simple
- Incorporate a specific benefit
- Include your brand
- Capitalize and punctuate judiciously

Test, Test, Test!

Content and Copy Considerations

- Know your target audience
- Be clear and concise
- Get to the point
- Include "Call to Action" links
- Focus on benefits
- Create a sense of urgency

Proofread, proofread, proofread!

The Call-to-Action!

- Call-to-Action
 - Make it clear
 - Make it easy
 - Make it low or no obligation
 - Offer an incentive or reward

Call-to-action links



Sunset Travel
Featured Vacation Specials

Dear Traveler,

We are happy to offer two great new vacation packages -- one is a cruise and one is for landlubbers! Check them out below. All prices include airfare, and are per person based on double occupancy. Call us at 1-800-4SUNSET for details.

7 Nights at Aruba Seaside Resort
Specials as low as \$1199 per person for a truly luxurious experience. The best beaches in the Caribbean for less. Great food, tennis, pool beaches and more. A savings of up to \$300.00 per couple! Price includes airfare, meals and hotel.
[Get more info](#)

4 Day Bahama Cruise Extravaganza
Leave from Miami and have the time of your life on our special Bahamas Extravaganza. Stops in Key West, Florida; Great Stirrup Cay; Nassau; Miami, Florida. Prices start at \$699 per person, a savings of over \$250 per couple. Price includes airfare from Boston.
[Learn more](#)

Evaluate the Results

- **By Campaign:**
 - Sent
 - Opened
 - Click-through (CTR)
 - Unsubscribes
- **Metrics for Comparison**
 - Other campaigns
 - Industry metrics

Interpreting Your Results

Low open rate?

- ✓ subject line
- ✓ delivery day
- ✓ delivery time
- ✓ list overuse, age or quality

Low click-through rate?

- ✓ call to action
- ✓ copy
- ✓ offer

High un-subscribe/opt-out rate?

- ✓ over-communication
- ✓ poor targeting

Email Marketing Solution Alternatives

- Hire an List Owner/Sender
 - Complete solution (creative, technical, etc.)
 - Usually delivers the best results—they do it for a living.
- Use a web-based self-service tool
 - Eliminates technical challenges
 - Provides templates for design /creative
 - Write your own copy / campaign creation
- ~~Use Outlook~~
 - ~~Need to do your own technical, design and content~~
 - ~~Doesn't manage opt-in or opt-outs, list can be exposed~~
 - ~~No reporting, etc.~~

What Does it Cost?

ExactLeads:

- 30 day full refund for ANY reason.
- No set-up fee, low \$2K minimum.
- Around \$0.28 per email (less than 1/3rd the cost of Postal Mail with often better response rates).

Get Started Today!

- Call to discuss your marketing objectives with an ExactLeads professional.
- Sign up for a risk-free ExactLeads email campaign today!

www.ExactLeads.com