

*"This marketing tool is the most effective way that I've found to reach our clients, and they love it that we keep in touch."*

John Hutson, Accessoreez



## Stay in touch. Stay connected. And build strong customer relationships.

**Today**, it's all about staying in front of your customers. Communicating with them regularly. Reminding them of your value. And setting yourself apart from the "big guys." It's how you drive repeat business... get more referrals... and boost your business success.

### Build customer loyalty with email marketing

Imagine your customers looking forward to messages from you. Permission-based email marketing does that... and more. It's a smart move for businesses to make today. It doesn't cost much. It saves time. And it's effective. That's why over 200,000 small businesses, nonprofits, and associations use Constant Contact to stay in touch – and stay connected

– with their customers. From engaging email newsletters... to money-saving email promotions... to inviting email cards, they're discovering that email communications get customers to take action... and think of their business first.

### We'll help you succeed with email marketing

Through our partnership with Constant Contact, we can offer you the industry's leading email marketing tool. Thanks to its ease of use and flexibility, your email marketing program will be up and running in no time at all – driving revenue, referrals, and repeat business.

**For more information, call Jason today! 1-231-414-4158**



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# Email Marketing.

## For emails as professional as your business.

### Templates and tools make creating an email easy

With a wide selection of email templates and a self-paced email creation and editing tool, it's easy to create professional-looking emails in no time at all.

### Emails that match a business's look

You can tailor the layout, colors, and fonts, and add new links and images – including a business logo – so that emails are consistent with your brand, and project your business identity.

### Send emails with confidence

A built-in spam checker and automatic bounce and unsubscribe management means you send emails only to people who want to receive them.

### Emails that comply are emails that get delivered

What good is an email that doesn't get delivered? Constant Contact stays up to date on the latest legislation and regulations and achieves an email inbox deliverability rate consistently above 97%.

### Review, and learn from, email results

Revealing, insightful, easy-to-read reports will show you who opened your emails, what links they clicked on, and more. Email reporting gives you valuable feedback that can be applied in future communications.

### Email Archive

The Email Archive – an add-on feature to Email Marketing – turns past emails into easy-to-view web pages. It's a fast, easy way to introduce fresh, engaging website content – and keep website visitors coming back again and again.

For more information, call Jason today! 1-231-414-4158

### Choose from over 300 professionally designed email templates!

- Newsletters
- Promotions
- Events & Invitations
- Business Letters
- Press Announcements
- Seasonal
- Holiday Cards
- Associations
- Real Estate
- Religious Organizations
- Retail
- Schools
- Spanish Language
- Travel & Tourism
- And more!



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