



# Email Marketing, It's SO YOU!

## **A visit to your clients inbox brings you that much closer to their hearts...**

- **Build your clientele**  
Transform inquiries into sales and increase your profit margins.  
Advertise your special sales and promotions to prospective customers.
- **Reinforce your reputation**  
With email marketing word of mouth travels farther and faster than ever before.  
Request customer feedback so you can learn how to improve future clients' experiences.  
Our strict antispam, data security, and list protection policies guard your reputation online.
- **Transform Clients into Friends**  
Build client loyalty by maintaining your relationship with them after their purchases.

## **Impress, Inform and Excite**

**Send special offers using ReaderImpact. With ReaderImpact's powerful, secure, and affordable email marketing tools, you will refine your reputation and see your business grow.**

**Watch your business flourish!**

## **Let us help you!**

### **Who Are You?**

- How large is your business?
- Are you part of a chain?
- What kind of clientele do you want to attract?

### **Current Marketing Efforts**

- Do you currently market via postal mail?
- What public relations methods do you currently employ?

### **Current Internet Marketing Efforts**

- Do you operate your own website? If not, would you be interested in working with one of our design partners to tailor one to your businesses' needs?
- Do you have online purchasing or orders?
- What is the current size of your email list?
- Do you currently use email to communicate with your clients?

**With ReaderImpact it's  
Easier than you think!**