

EMAIL MARKETING PROGRAM

We all agree that there's a right way and a wrong way to do most everything. This is particularly true when it comes to Email Marketing. The last thing any law-abiding citizen ever wants is to be associated with spam. **That's why SWM uses Express Email Marketing. Now you can enjoy all the benefits of email marketing – and steer clear of ever being considered a spammer.**

No one wants to receive marketing emails they didn't request. That's true! But there are many people who want to know about your products, company or organization. These people will welcome hearing from you and actually look forward to getting your emails.

Solutions Web Marketing shows you how to use email to your advantage and stay in touch with your customer base. Best of all, it offers all the tools you need to comply 100% with anti-spam laws.

Provide prospects and customers a sign-up form for requesting emails from you. The opt-in magnet also offers the ability to create and manage special interest groups so that you can target e-mail campaigns to specific subscribers.

Comply with anti-spam laws. **Express Email Marketing** requires that all new subscribers confirm their opt-in through a confirmation e-mail.

NEW!

You can now upload your existing customer list without this email confirmation requirement. In addition, an opt-out link is located at the bottom of every campaign mailing, allowing subscribers to opt-out of future mailings.

Create dazzling, eye-catching emails. Image Library includes more than 1,500 images or upload your own! They're automatically resized to fit your email. No design skills necessary! Track the results. Easy-to-use reports tell you how many emails you have sent, how many were opened, how many people responded and much more.

Create and send surveys of your customer base.

Solutions Web Marketing will help set you up with an Email Marketing Program that will be best for you. There are many to choose from and there are many that are great. SWM have chosen to use just a few since they seem best to us.