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# eMarketing That Works!

Most of the people you meet at networking events, conferences and in your day to day business will not have an immediate need for your product or service.

**This is just the reality of business.**

If you can implement a strategy to stay in touch they'll know where to find you when that need arises.

**BONUS:** If this staying-in-touch strategy includes added value, it will **build the relationship** without a need for time consuming (and often neglected) direct contact.

Business owners the world over agree Given a chance to better educate their customers and potential customers about their products or services those customers would be more likely to enter the sales cycle or generate business.

Below you'll find a summary of the Pieces of the Puzzle that go together to form a cost effective eMarketing solution that allows you to stay in touch, educate and create relationships with your customers.

### Customer Database:

- Cards Collected at networking events, trade shows, MBEC, "fish bowl" give aways.
- Follow up is often the missing puzzle piece.
- How many different lists do you have?
- What is involved in combining them?
- "Shoe box" contact management Vs.
- Customer Relationship Management.
- Excel makes an excellent tool
- Simple to import into Outlook or eMail Tools
- 1 Minute per Card Vs. 25 Cents Per Card.

### eNewsletter:

- eNewsletter services are very different from regular email programs.
- What about Content? Promotions, sales, PR, Community events, networking events, new products, customer testimonials, FAQ's, Contests / Feedback requests, **Industry News!**
- **Google News Alerts, Feed your NEED for industry related news.**
- Your newsletter is the PULL to your website
- Easy statistic tracking and feedback
- As little as \$15 monthly, unlimited emails, no commitment

### Sales Website:

- Should be your 24/7 Sales team
- A Basic Website should include: Contact info, Details of your business / strategy / mission statement and a call to action
- Should be a fairly small site similar to a tri-fold brochure.
- Staying on top of Google is not cost effective
- Adding / changing info regularly is difficult and just doesn't get done!
- What if you only ever have to update your website one more time by add a link to your blog on your

### Blogging:

- From the term "Web Log" is an archive of notes or articles in reverse chronological order.
- Popular social networking tool now sweeping the business world by storm in the last 6 months
- Largely accepted as less formal than a website
- Easier to update, change and modify
- Arranged chronologically with the newest at the top and older entries are archived
- Found faster by Google / web searches
- Directs traffic to your website
- Free tool

For more information please visit our eMarketing website at [www.thetechnologycoach.ca/emarketing](http://www.thetechnologycoach.ca/emarketing)

Subscribe to our newsletter at <http://www.thetechnologycoach.ca> and read our blog at

<http://thetechnologycoach.blogspot.com>.

Thanks for your interest!

- **Scott Kendall**

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