

Connect with your customers online

Submitted by: Red Echo Ltd

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Responding to businesses' growing need to reduce costs, Red Echo Ltd (<http://www.redecholutions.com/connect>) has launched a new e-mail marketing consultancy package, complete with software, support, and a free initial consultation.

As any small business owner knows, setting up a website is a cost effective way to connect with customers. But how effective can a website be if you don't sell online?

"Very effective," is Chris Naylor's reply. MD of Red Echo Ltd, a start up e-mail marketing consultancy, Chris is full of helpful hints and tips when it comes to marketing by e-mail.

"Interacting with your website visitors isn't necessarily about getting a sale on the day that they visit, it's about building an ongoing relationship. As a minimum, business owners should be collecting the name, address and mobile phone number of every visitor to build a database containing a wealth of information,"

Offering a start to finish service, Red Echo manage all aspects of e-mail marketing on their client's behalf, covering everything from building a subscriber database, through to creating and distributing e-mail newsletters, as well as comprehensive reporting and ongoing advice.

For small businesses who aren't currently marketing by e-mail, the Red Echo team will work to get their online activities off the ground. For a low cost of only £300, business owners receive a custom designed e-mail template, a year's subscription to Red Echo's market leading software, and a free text in number to collect visitor information offline.

"Text-in is an invaluable tool when it comes to building a subscriber database. To give an example, Daisy's flower shop can add 'text DAISY plus your e-mail address to 61211' to all of their leaflets, print advertising, and even their shop window, for people to join their mailing list when they may not have time to visit the website" Chris continues, "E-mail marketing can work for any business, and is a great way to lower costs, whilst generating additional sales. Next time you send a direct mail campaign, think about how much you could have saved by using e-mail instead"

To find out more, visit our website (<http://www.redecholutions.com/connect>) or call Chris on 01388 813179. You can also join Red Echo's mailing list for handy hints & tips by texting REDECHO + your e-mail address to 61211.

Background

Red Echo Ltd is a start up e-mail marketing consultancy, launched in January 2009, by Chris Naylor, 21. A young entrepreneur from County Durham, Chris's background in online marketing in the hospitality industry has given real world experience in how to get the most out of a website, especially by collecting visitor information and marketing by e-mail.

In times of a recession, e-mail marketing is a low cost alternative to traditional direct mail, and is ideal for small businesses that are looking to lower their costs, without compromising on their marketing.

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