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## ACTSmart, American Computer's

# Monday's Marketing Minute

*Working smarter to get you noticed!*

February 2, 2009- Vol 1, Issue 1

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Article Headline

Brevity

Face First Boutique

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### Dear Pam,

Hi,  
I'm Pam Snell and I've been marketing businesses (my own and others') for many years. In this economy, we may need to work harder - we definitely need to work smarter! My **Monday's Marketing Minute** will contain quick and easy tips to help you get the word out.



If you are having a particular problem, [email me](#) and I'll do my best to help!

### Constant Contact



Relationship  
Marketing!

**Relationship Marketing!** David and I just returned from a Marketing Seminar in Nashville. The hot topic was "Marketing in a Down Economy." The advice - Advertise to your "warm market." It's much harder to get a new customer that to get a sale from a current one that already knows you, likes you, appreciates you. Statistics show that

the cost of selling to new customers is more than 12 times the cost of selling to your current customers.

Keep in touch, stay on their minds with a monthly newsletter using Constant Contact. Click the Constant Contact image above to find out more. We'll help you format your newsletter to look just like your website - smart "branding!"

### Be Our Client Of The Week



**Inbound links** - the links to your website from an outside source, are *very good* for search engine optimization especially if they include your keywords as the link. Every week we'll feature one of our websites. When you click on their link to find out about them, you are also helping them in their search engine ranking. Go ahead, it's good for them and they'll return the favor when it's your turn. When will it be your turn? [Email me](#) and tell me why it's your turn.

### No Time to Read? Get the Highlights!



Brevity is a new service that posts the "Cliff Notes" of current Business and Marketing books; books that you wished that you had time to read but don't. Every Thursday a 3 - 4 page synopsis and recommended actions are posted.

If it really hits home, you may want to buy the book and read it cover to cover like David did with "Duct Tape Marketing" a few weeks ago. It's full of great small business advice. There is a cost to the service and we have already found that we've gotten our money's worth! Click their logo for more details.

### Face First Boutique - Our Client of the Week



Face First Boutique's esthetician Ellen House offers Makeup Application and Instruction, Workshops and Spa Parties and a wonderful online shopping cart of her [mineral makeup](#) and [skin care products](#) that are perfect for all skin types including sensitive skin.

Sign up for Ellen's Constant Contact newsletter that contains coupons and special offers.

Next Monday I write about the power of Testimonials in marketing and "Blogging for Search Engines." Who will be our "Client of the Week?" It could be you - send us an email! We'll also ask Ellen House if she saw a difference in her hits. How are your hits? Do you have Google Analytics? If not, why not? It's a free service - call us about it. 781-834-9208 Ext 2 (Web Design).

Have a Happy, Healthy, PROSPEROUS week!,

Pam Snell  
ACTSmart, American Computer Technologies

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