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### ACTSmart, American Computer Technologies Presents:

# Monday's Marketing Minute

*Working smarter to get you noticed!*

February 9, 2009- Vol 1, Issue 2

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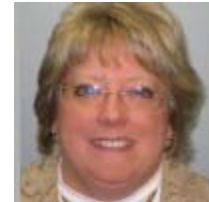
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Dear Pam,

Thanks for your great comments last week! I appreciate your feedback!

If this is your first time reading Monday's Marketing Minute, I'm sending a newsletter full of quick and easy tips to help you get the word out about your business. No matter what business you're in, you are in the "marketing" business.



So, let's get business!

#### Constant Contact



It's easier and less expensive to sell to a current customer than to get a new one so keep your current customers thinking of you with a monthly newsletter.

#### Relationship Marketing!

Constant Contact is an extremely inexpensive way to keep in touch with your customers!

You can also send out a printed newsletter that will be read by a larger percentage of recipients but it also carries a larger cost. With the help of our technology marketing company and David, I write our printed "Tech Tip Newsletter".

If you are interested in either an email newsletter or a printed newsletter [Email me - I can help you, too!](#)

#### The Power of Testimonials



Testimonials can help you close the sale! Our technology marketing guru Robin Robins gives up lots of information that can be used with non-technology service based companies. Robin conducted tests of web pages and found that she got 2% more leads converted to sales when she added testimonials.

Don't think that 2% is a lot? If 100 people hit your website each month, that's an extra 2 customers. If your average customer only brings you \$100 a year, that's an extra \$2,400.

Asking for a testimonial can be as easy as responding to a compliment. Recently, a client told me how great it is to work with George, my web technician. I replied "Can you put that in writing for me as a testimonial?" You'll soon see that particular testimonial on our website. Prospective clients want to know what your clients think about you. Give them the good news.

One last thing - I suggest that you pepper your website and any other marketing material with your testimonials. That way, visitors are sure to read at least one or two glowing reports!

So, stop saying "Thank You" and start saying "Would you put that in writing?"

### **Blogging For Search Engines Results**



**The Pros of Blogging:** The search engines LOVE blogs! Their content is fresh and easy to index and a blog could help your website get up in the search engine rankings.

**The Cons of Blogging:** You have to do it! Unless you are a writer at heart, it may be something that you have to make yourself do. Like vacuuming or going to the grocery store - you may not like it but you are happy with the end results when you are done.

A blog makes you an "authority" and brings you up in the esteem of your customers/clients. Chances are, they are always asking your advice anyway. A blog allows you to profit by offering that advice. I have so many clients who I know are experts and I'd love to read more of their thoughts and opinions.

Wordpress is a free blogging program that allows you to post photos and videos as well as text. It's the blog software that we recommend because it is so easy for anyone to use. If you'd like us to set up a custom designed blog that looks just like your website, give us a call. It's only \$195 and George will even walk you through the blogging process. Give us a call and go for it.

### **FineArtsBySorrento.com - Our Client of the Week**



**Attention Red Sox Nation!** Born a lifelong artist, Charles Sorrento has dedicated his life to the pursuit of perfecting his craft. Charlie says this goal will never be attained but the pursuit has been a constant enjoyment and challenge. Being taught in the New England tradition of the "Boston" school, his work reflects a realistic approach to his surroundings and experiences.

You'll see his realism in his "Gate D" painting applied to coasters, trivets, and clock and 14" x 20" print. The perfect gift for every Red Sox Fan!! [FineArtsBySorrento.com](http://FineArtsBySorrento.com)

Next Monday I'll write about creating a simple marketing plan. It will help you judge the effectiveness of your marketing endeavors.  
Have a Happy, Healthy, PROSPEROUS week!,

Pam Snell  
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