

Having trouble viewing this email? [Click here](#)

You're receiving this email because you are a client of ACTSmart, American Computer or signed up for this newsletter. Please [confirm](#) your continued interest in receiving email from us.

You may [unsubscribe](#) if you no longer wish to receive our emails.

ACTSmart, American Computer Technologies Presents:

Monday's Marketing Minute

Working smarter to get you noticed!

March 16 2009- Vol 1, Issue 7

In This Issue

Harder Working Websites Tip #1

Keep In Touch...

Free Report!...

Client Of The Week -

Check Your Stats!...

[Join Our Mailing List!](#)

Quick Links

[Iron Clad Backups](#)

[Face First Boutique](#)

[Act Smart Web Design](#)

[Brevity](#)

[Constant Contact](#)

[Red Sox Nation Gifts](#)

[MarkGreenelaw](#)

[MatthewsElectric](#)

[Make A Referral Week](#)

[Dr. Joseph Santelli, DDS](#)

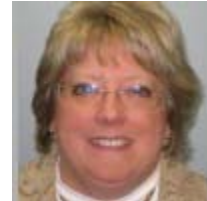
[McNeil Custom Homes](#)

[US Office Solutions.net](#)

[South Shore Living Magazine](#)

Dear Pam,

How did "Referral Week" go for you? We made 3 especially good referrals. We referred [McNeil & Son Custom Homes](#) to [South Shore Living Magazine](#) to do some advertising to go along with their new marketing plan.



We referred [U.S. Office Solutions](#) to one of our most important clients to resolve an issue that they were having with their network printer. Peter Turner and Jim Conlon will be just what this company needed and we'll look like heroes when they solve the company documentation problems.

We also referred the [SolarFanMan.com](#) to McSweeney & Ricci Insurance for liability insurance and workman's comp.

If this is your first time reading Monday's Marketing Minute, this is a newsletter full of quick and easy tips to help you get the word out about your business. If you know someone who could benefit from this weekly idea-filled, quick read, please forward this to them.

So, let's get business!

Harder Working Websites Tip #1



Nothing changes faster than technology! We are constantly learning new ways to make your website work better and harder for you.

As you may know, you have about 7 seconds for the visitor to decide to stay or surf on. Is your home page giving them the information that they need? Can they tell in 7 seconds that you can help them?

It's time to re-write your home page with the visitor in mind. Change your headline, take paragraphs and turn them into bullet points, add a "call to action" with an offer they can't refuse.

This is such a low-cost or no cost tip and it could make a HUGE difference in your business. Look through the eyes of your visitor and say "What's in this website for me?" and then make the changes!

Keep In Touch



The next best tip that we have is very low cost and especially good for those websites that want repeat visitors or sell products or services for repeat business.

Send out a newsletter! We recommend [Constant Contact](#) because it's only \$15/month for up to 500 email addresses and \$30/month for 501 - 2,500 email addresses. It should be short, easy to read and interesting as well as a sales piece. Our marketing guru says that you should reach out and touch your customers or clients every 21 - 28 days to be sure that they remember you. Don't take anything for granted!

If you have a PR company that handles your newsletters, give them a call and schedule a monthly mailing. Or, do it yourself!

If you don't have time to write a newsletter, take heart - we can handle that for you. We'll custom design the template to resemble your website so they know in a glance that the newsletter is from you. Then, we'll call you on a pre-designated day and time and talk about what you'd like to feature in the newsletter. Call us for help! Pam has been writing newsletters for over 30 years!

Free Report!



You can get lots of email addresses to market to individually or with a newsletter or sales letter by offering a "Free Report" or "Whitepaper." In return for their email address, visitors get a free report with more information to help them become customers.

We offer several free reports on our websites. Each offers valuable information to the visitor while giving us an address to market to. For instance, if you ask for our "Free Website Action Plan," we know that you are interested in a website and we drop you a note in about 10 days asking if you'd like our help. What report could you provide? "5 Things to Ask Before You Hire A..." "Top 10 Best Kept Secrets of ..."

If you are stuck, we can give you some ideas. It's a great way to gather potential clients!

Client Of The Week - [SolarFanMan.com](#)



Marshfield electrician Steve Pineault has been known as the "Fan Man" for many years. He's helped people, including us, keep the heat out of their attics, help make their air conditioning work less and their houses more comfortable. Steve installed a fan in our attic area 3 years ago and it made a huge difference in the temperature of our 2nd floor!

Along with his electric attic fans, he is now selling and installing the solar fans made by Bill Keith who was recently featured on *ABC's World News Now* with Charlie Gibson.

We not only designed his website, we also created his logo and we're helping him with his marketing plan. He's targeting ecology minded people with this product; it reduces your carbon footprint and it's eligible for Federal and State Tax Credits while saving you money with lower cost A/C bills and extending your roof's life!

You can purchase these solar roof fans online where Steve offers Free Shipping for those who are do it yourself-ers and installation for those who want it done by a pro! He's going to be a busy guy!

Check Your Stats!



Have you checked your Google Analytics lately? They'll tell you how you are getting your hits, which pages are the most popular and how long (how "sticky" your site is!

Need a quick course on how to use your Google Analytics? Go to our [ActSmartWeb](#) website and read our quick guide.

This week we reinforced some of the best advice that we give our web clients. Next week, we'll

talk about selling and sales.

Have a Happy, Healthy, PROSPEROUS week!,

Pam Snell
ACTSmart, American Computer Technologies

[Forward email](#)

✉ **SafeUnsubscribe®**

This email was sent to pam@goamerican.com by pam@goamerican.com.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



ACTSmart, American Computer | 769 Plain Street | Unit L | Marshfield | MA | 02050