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ACTSmart, American Computer Technologies Presents:

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Dear Pam,

Don't worry about what your competition is doing - worry about what you aren't doing! In a down economy, the "low hanging fruit" goes away first so you have to reach a little harder to get those sales.



Last week, we started using Ping.fm to Twitter, Facebook and update our blogs to help market our clients. It's too soon to tell if this will help- it certainly can't hurt.

More and more of our clients are telling me that they are reading Monday's Marketing Minute and that's great! At a meeting Thursday night one told me that he was going to steal some of my ideas - go right ahead! We want to help you do everything you can to stay successful!

Zig Ziglar, one of our favorite motivational speakers says "Remember, there's plenty of room at the top, but not enough to sit down."

Now is the time to court your existing customers, acquire new ones and connect with all of them in meaningful ways to survive and thrive in today's uncertain economic climate!

It only takes a minute to find a new marketing idea ~ Let's Get Business!

Newsletters - Paper vs Electronic



Anyone who is a MMM follower knows that we are big fans of newsletters. They are such a great way to keep in touch with current customers and to attract new ones. Which one is right for you? Here's how to tell:

Paper - because they are printed there is a longer shelf life to a printed newsletter. They are easily read anywhere, passed on to a friend or colleague and put aside for future reference. They are also more expensive and more apt to be out of date. We use our paper newsletter to give customers information that they could use today or may need in the future, depending upon their circumstances. We write it to be fun, interesting and allow potential customers to get to know us. We include them in proposals and when cold calling for business. Most information in our printed newsletter has "legs" with information that will still be valuable in a few months or longer.

Electronic - inexpensive and quick to produce. They can be written and delivered in the same day so they are very timely. They can be forwarded to a friend but can also easily be deleted.

Constant Contact, our electronic newsletter service provider allows us to get the news out FAST. When the conficker virus was lurking close by, David sent out an email to all our clients assuring them that they were protected and how they could tell.

Anyone promoting a sale or class schedule finds that Constant Contact is a great way to go. It's quick, easy and gets the information to the target audience for very little investment. Because it is "permission based" marketing, these newsletters are generally sent to current clients. Be sure that your subject line is compelling or the message may never be opened.

Social Media

If you don't think that social media is powerful, ask Domino's! Last week they spent millions trying to do damage control after 2 employees posted a stomach churning video on YouTube.

Use YouTube for good, not evil! A 2-3 minute video where you speak directly to your customers breaks down barriers. People don't read any more; a video talking about a new product or service is more apt to be seen on your website than the same message posted in text. And, by posting it on YouTube, you get double benefits - we use their bandwidth rather than your own and you may get new visitors that saw you on YouTube first!



This is an exciting week for us! We are getting a new server and a new, high end printer to help us with our marketing. We also start a new, state of the art business management program that will take the place of both ACT and our accounting package. We'll be writing more about all this in our print newsletter "Tech Tip News" next month.

Watch for us on Twitter and Facebook; link to us and we'll link to you!

Have a Happy, Healthy, PROSPEROUS week!

Pam Snell
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