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ACTSmart, American Computer Technologies Presents:

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Dear Pam,

David and I are planning our 4th quarter marketing this weekend. Although we do not have a storefront and sales tied to Christmas, December is a very busy month for our tech department when businesses need to purchase new servers and computers before the end of the year. For George and I in the web department, October is when our clients gear up for Christmas marketing and sales. That leaves November for us to refine and react to their marketing challenges.



This year, I predict that Constant Contact will hold a valuable place in our clients' marketing portfolio. It's so inexpensive and easy to use that it is a no-brainer. The hard part - getting the email addresses to use for your campaign. If you need help setting up your Constant Contact account or in planning your campaigns, give me a call. We can work up a marketing plan that is right for your business and even help you with implementing it, if you'd like. That way, you can focus your energy on what you do best; getting the sale!

Below, you'll find some great ways to get email addresses for your marketing.

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

15 Ways to Collect Email Addresses for Your Marketing Campaigns

There are a ton of ways to get people to sign up for your email marketing offers. Here is a list of the many ways you can be growing your list.

1. Put an offer on the back of your business cards to get people to sign up for your newsletter.
2. Include a newsletter sign-up link in your signature of all of your emails.
3. Send an opt-in email to your address book asking them to join your list.
4. Join your local chamber of commerce, email the member list (if it's opt-in) about your services with a link to sign up to your newsletter.
5. Host your own event - Art galleries, retail shops, consultants (lunch & learn) can all host an event and request attendees to sign up.
6. Offer a birthday club where you give something special to people who sign up.
7. Incentivize your employees - Give them \$ for collecting VALID email addresses.
8. Giving something for free like a Free Report or White paper. Make visitors sign up to your

- opt-in form before you let them download it. ()
9. Referrals - Ask your customers to refer you, and in exchange you'll give them a discount.
 10. Trade newsletter space with a neighboring business, include a link for their opt-in form and ask them to include yours in their newsletter.
 11. Do you have a postal list without emails? Send them a direct mail offer they can only get if they sign up to your email list.
 12. Include a forward-to-a-friend link in your emails just in case your recipient wants to forward your content to someone they think will find it interesting.
 13. Offer "Email only" discounts and don't use those offers anywhere but email.
 14. Use Facebook - Include an opt-in form on your Facebook Fan page.
 15. Use Twitter - Twitter the hosted link of your email campaign every time you launch.



Email addresses are worth their weight in gold to your business. Be sure to treat them, and your customers as such. Don't sell or misuse your list or you'll lose your customers' trust.

It's hard to believe that Christmas is so close! If you haven't already, take an hour or so and plan out your Christmas marketing schedule. If you need help, give us a call. We can ask you a few questions and give you an easy plan to follow.

Have a Happy, Healthy, PROSPEROUS week!

12 Week Marketing Challenge Recap

Just in case you missed a week or you are new to our newsletter, here is a recap of our 12 Week Marketing Challenge and a link to the newsletter that covered that subject:

1. [Turn Your Website Into a Lead Generating Machine](#)
2. [Write An Article, Get Valuable Results](#)
3. [Write a Blog](#)
4. [Offer a "White Paper" or Free Report](#)
5. [Send a Newsletter - printed or email](#)
6. [Networking and Your "Talking Logo"](#)
7. [Yellow Pages.com](#)
8. [Linked In](#)
- 8 1/2. [Take Time Out to access your plan](#)
9. Issue a Press Release
10. Good Customer Service
11. Check everything to be sure it is accurate and understandable
12. Be sure to do these 3 things if you do nothing else!

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