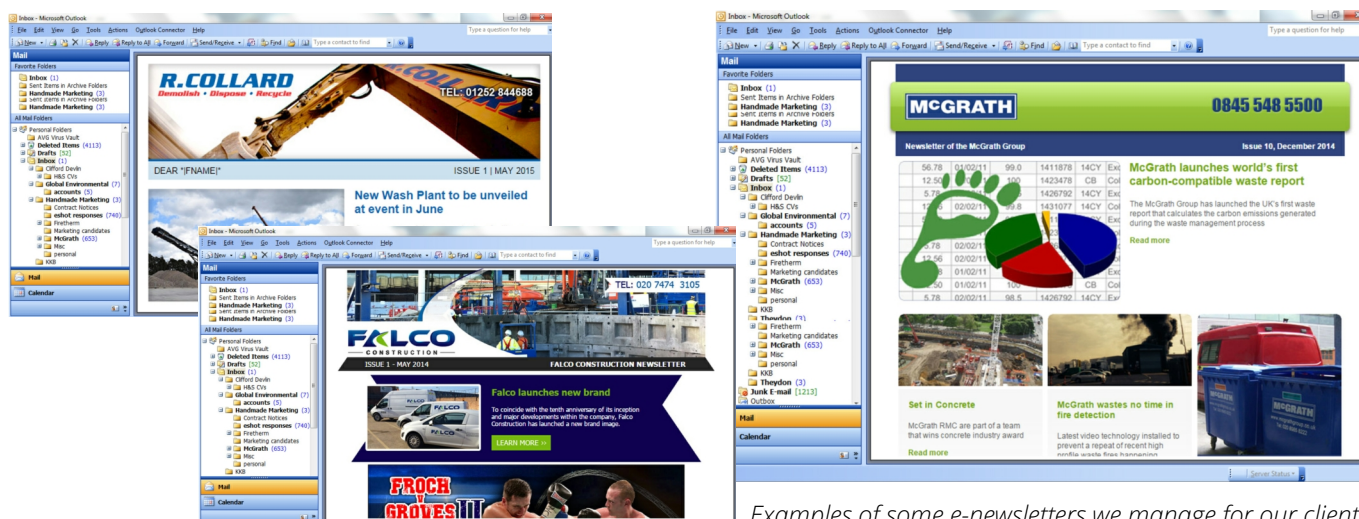


How do you keep in touch with clients or prospects?

E-Newsletters are cost effective ways of delivering information about your company direct to the inbox of your key contacts that will maintain awareness of your brand, its products and services.

A regular email bulletin can inform about developments in your company, help to cross-sell other products/services you offer and drive traffic to your website. The benefits of e-newsletters include:

- No production/print costs
- Professional/engaging/colour interface stimulates the recipient to 'read-on'
- Flexibility to distribute as/when you wish
- Click-through tracking enables you to measure performance
- Hyperlinks help drive traffic to your website
- Details of recipients who visited certain pages can be followed-up by your Sales Team



Examples of some e-newsletters we manage for our clients

Handmade Marketing can manage the entire process for you. We can:

- Research and prepare the content
- Design and prepare an attractive, professional email template
- Establish and manage your subscriber-base
- Distribute the e-newsletter
- Provide reports on open rates, click thrus and users

Please contact us to set-up a meeting to discuss

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