

## net-Contacts™ Email Marketing Services to Make Your Business Flourish

Key to any email marketing campaign is best practices know-how and an intelligent mail engine to get your message delivered. net-Contacts delivers just that and more.

### Features and Advantages

#### Fast, Easy, Effective, Affordable

With net-Contacts getting to your audience was never easier!

- Launch new products
- Conduct promotional campaigns
- Publish news and announcements
- Communicate with existing customers

#### Contact *MORE* at *LESS* Cost

An email campaign costs less than 1/10 of a traditional postal mailing campaign. You can afford to contact more people and contact them more frequently.

- No high-cost printing
- Present more information
- Link to your web site for extended impact
- Track results and measure ROI

#### Save Time on Managing Addresses

- Email addresses stored in SQL database.
- No need to use spreadsheet or text file
- Automatic sign-up and unsubscribe
- Automatically eliminates duplicates
- Monitors undeliverable addresses
- Imports existing email addresses

#### Send Both HTML and Text

net-Contacts lets you send out HTML and text versions in a single email. Richly formatted HTML brings your web site to them, and it's great for advertising your products. Text accommodates recipients that have text-only email readers.

### Services and Support

#### Address Builder Service

Build your email list effortlessly right at your web site.

- Collect email address at your web site
- Email addresses automatically stored in Lyris SQL database
- No administration overhead
- No monthly fee

#### Full Service Email Marketing

For best results, take advantage of our full service program:

- Branded list server (list.your-domain.com)
- Address collection forms at your web site.
- Email marketing "Best Practices" advice
- Email design, construction and delivery
- Analytics to track opens and click-throughs
- You just provide the copy
- We manage your entire campaign

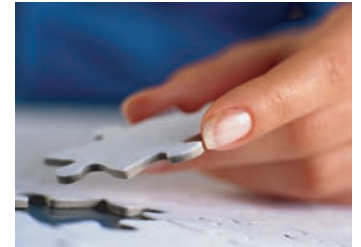
#### Self Service Email Marketing

For organizations that have internal resources and know-how.

- Address collection forms at your web site
- Email template design available
- You control your email campaigns
- More flexibility for frequent mailings
- Personalized training

#### Expert Support

net-Contacts Services include telephone and email support. No matter which service you choose, our highly-trained support staff are only a phone call away.



### Best Practices For Collecting Addresses:

Have email address forms available at your stores or offices. Ask visitors to sign up for your mailing list or email newsletter. Of course, they can easily remove their name any time they want.

Put an email address collection form at your web site, and link it directly to your list server for automatic sign-up.

Have sales and customer service reps request email addresses in addition to other contact information they might request.

Offering 'email-only' specials and promotions will encourage your subscribers to share your mailings with others.



**Fast, Easy, Effective, Affordable**

**Start Now!**

For more information, visit <http://www.net-Contacts.com>

To get started today, call 1-877-459-6709