



Effective Global Communications Marketing, Media, Production

White Paper on the Top 10 Reasons Why Small and Medium Sized Companies Need E Marketing Strategies.

1. SUMMARY

As a small or medium sized company owner, your time is one of the most important assets you have. Your time must be leveraged properly if you are going to be successful. A permission based E-Mail platform with Auto Responders, Campaign Managers and Triggers for Automatic Follow-Up gives every small business owner a virtual back office sales & marketing staff that ensures leads are followed up on a timely basis while maximizing efficiencies. Do any successful business people really have the luxury of unlimited time to constantly chase potential leads, make cold calls and respond to every inquiry whether they are real or just tire kickers?

- The AttainResponse Platform provides small and medium sized business owner with real leads, focused selling, and the ability to support as well as maintain your priority relationships. This formula becomes the definition of maximizing your most valuable commodity – your time!
- The AttainResponse F5 platform was designed to deliver your website, your message and what you want to tell your customers, right into their inbox.

2. INTERNET MARKETING STRATEGY

In business, it's no longer enough to simply have a web site that you hope people will find and visit. Every company needs an **internet strategy** that is focused on sales, marketing and customer relevant information.

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3. CUSTOMER CONTACT LIST & E-MAIL ADDRESSES

As a small or medium sized company one of your most important assets, your “DIGITAL GOLD” resides in your master list of E-Mail addresses, which you have and constantly collect from clients and business associates.

- Now the challenge becomes to effectively and efficiently FOLLOW-UP with your customers? Do you typically communicate by sending boring

and copy dense text E Mails? Is this effective? Does it enhance your relationship?

4. ANALYTICS

By sending blind marketing E Mails how do you know if your message was opened, deleted or bounced because your customer's E-Mail address has changed? How helpful would it be to know down to the exact E-Mail address of what you sent was actually opened and read?

- The AttainResponse F-5 platform was designed to give the small and medium sized companies the analytic tools necessary to help them compete by knowing exactly which leads to follow-up as part of an on-going marketing campaign strategy. Knowing who has read and responded to your campaign saves valuable time by knowing where to focus follow-up efforts and not waste time on dead end leads where there is no interest. Go after pre-qualified and stronger leads!

5. BUDGET/RETURN ON INVESTMENT

How much money are you spending on marketing? If you are a small company using the Yellow Pages, direct mail, radio or cable television, do you know how much business are you getting in return for your marketing dollars?

- E-Mail Marketing and specifically a "Permission Based E-Mail Platform" such as the F5 from AttainResponse has the ability to collect and measure every facet of a campaign's effectiveness at communicating specific messages including the most critical measurement of all - **getting the recipient of your E-Mail campaign to take an action.** Can radio, print, television or text E-Mail provide this to you?

6. REFERRAL MARKETING

How well do you leverage your current customer relationships and good will? Do you provide them an easy and efficient way to refer the great experience they had with you company and products to their contacts, colleagues, friends and family?

- The AR F5 system was designed so that all of its graphic templates could feature embedded links/code encouraging recipients to consider referring their friends, contacts, and family. Auto Responders and Trigger Campaigns have this basic feature available so every time your business communicates with your customer you are asking for referrals. When they refer you AUTOMATICALLY capture the E-Mail addresses.

7. VIRAL MARKETING

A typical and very average E-Mail will never have the opportunity to go wild and viral on the internet. Adding a multimedia dimension with both audio and video increases the chances of going “viral” by a factor of at least ten.

8. VIDEO HAS IMPACT

What sells products, concepts, or services better on the internet? Does video posted to the internet have a greater chance by deploying multimedia or would a typical copy dense text E-Mail sell your product or services better?

9. GOING GREEN AND SAVING MONEY

The cost savings to small and medium size companies (printing costs, etc.) and reducing the carbon footprint of your business by going green with E Marketing will differentiate your company. It will also be a big plus to your customers and clients.

- You need to find the best way to let your prospects, clients and customers know you are doing your part to be part of the environmental solution. Is there a better way to do this than **you** communicating directly to your clients and customers? Send them a videomail and enhance that personal relationship which only video can create.

10. PERMISSION BASED E-MAIL MARKETING

The timing for permission based E-Mail marketing infused with multimedia is right now. It is green, cost-effective and results are measurable. This is not a matter of if the technology and its applications for small and medium sized companies takes off or not, it is simply a when. Why not be at the head of the pack and a leader rather than a follower?

- It's only a matter of time until your competitors figure out they need to focus their time, energy and effort on marketing and selling to the prospects who want to create a relationship with them and stop the allocation of resources where there is absolutely no return on investment. A relationship, even a virtual one by definition provides you the ability to laser focus your efforts on the right activities. Building relationships by applying multimedia communication campaigns is a long term investment that can be both measured and leveraged. The AR F-5 platform has a set of analytic tools that can measure the cost per videomail, audio e mail, template, or campaign down to the penny.