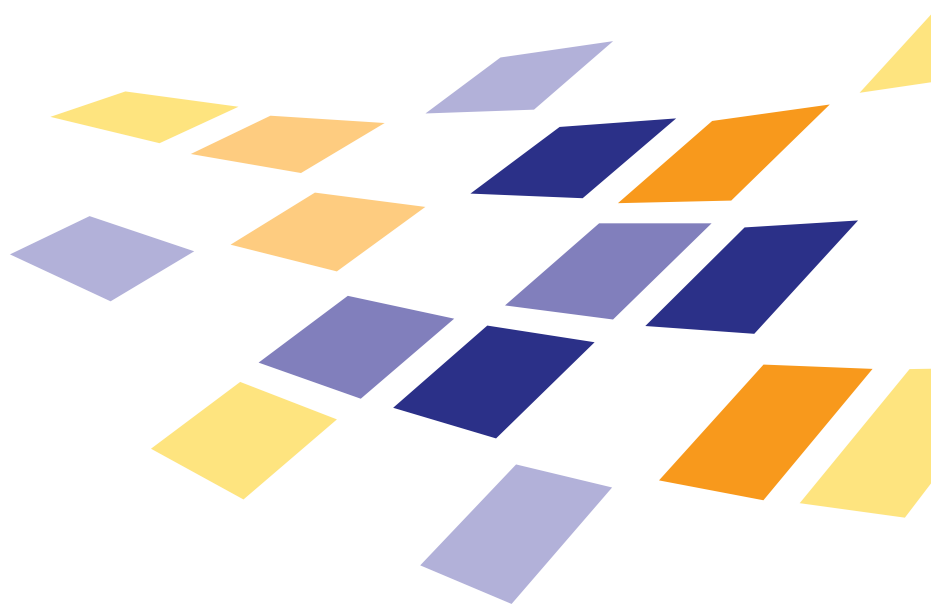


Attract... Connect... GROW!

Email Marketing Turns Website Visitors into Customers
and Current Customers into Repeat Business



Attract... Connect... GROW!

You wouldn't plant a garden and then not water the seeds, would you? Or invest in exotic tropical fish and forget to feed them? Of course not! Likewise, visitors to your website need more than an open door if you hope to welcome them, nurture them as customers, and grow your business. Now that they've found you, how do you keep them engaged?

Search Engine Marketing brings visitors through your website door. Email Marketing welcomes them in and develops a relationship with them over time. That's what converts clicks into customers. Email communications - newsletters, product news, sales announcements and promotions, and more - from your business can help you develop valuable, lasting customer relationships. Immediate, direct email communications from you can make the difference between one-time site visitors who don't buy and loyal customers who return to your site for repeat sales and business... and who tell their friends about you, too.

You've invested time and money bringing visitors to your website. If you don't engage them right away, they may be gone in a mouse click, never to return. Make sure your site is never just a one-hit wonder. Learn how to use Email Marketing to reinforce your Search Engine Marketing efforts and achieve your business goals. It's fast, easy, and affordable. The results? *Attract* your customers, *connect* with their needs and interests, and *GROW* your business.

Why Email Marketing and Search Engine Marketing Work Together

Yahoo Search Engine Submission and Optimization tools help people interested in your products or services find your website. Being found online is a great first step toward acquiring warm leads. What's the next step? *Communicating* with those leads using Constant Contact's Email Marketing service. That's how you can turn site visitors into prospects, prospects into customers, and first-time or occasional customers into loyal patrons and repeat business.

Email Marketing turbocharges your Search Engine Marketing efforts by giving you the tools to reach out to newfound website visitors immediately and establish a relationship. **Website traffic** is valuable in promoting your brand. **Customer relationships** formed via Email Marketing communications help you sell products or services.

Maximize your valuable time and money by making sure your Search Engine Marketing investments return to you in customers and dollars. Constant Contact's award-winning Email Marketing service has helped more than 65,000 small businesses, organizations, and entrepreneurs, just like you, convert and retain loyal customers and GROW their businesses.

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The Challenge: Convert Visitors to Customers

Search Engine Marketing—whether through AdWords, pay-per-click, SEO, or some other form— is an exciting new way to acquire site traffic. Its speed and reach bring new visitors to your website who might otherwise not know you're there. Prospects find you and you find them! That's a good start, but once you attract a potential new customer, you still need to *connect* with them.

When someone interested in your product or service finds your website through Search Engine Marketing, their arrival on your virtual doorstep doesn't guarantee a sale. Fact is most online visitors don't convert to customers on the very first visit. Most marketing experts agree that it takes an average of *seven contacts* with a prospect before they will buy.

Search Engine Marketing is like the taxi that drops visitors off at your front door. Now it's up to you to welcome them into your business world, let them know what you offer, and make sure they'll come back to you again and again.

Unless you capture some contact information and follow up with those new visitors immediately, they could be gone forever. That's time, money, and opportunity lost. In today's advertising-filled world, with so many offers competing for the consumer's attention, it's important to not only maximize your marketing dollars but to seize those key opportunities to convert new prospects to customers and current customers to repeat business.

You've paid for those clicks and eyeballs. Now, how do you convert new website visitors into customers? You do so by building relationships with them over time. Constant Contact's affordable, easy-to-use Email Marketing service gives you the tools you need to turn clicks into customers and achieve your business goals. Here's how.

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The Solution: Constant Contact Email Marketing

Email Marketing complements Search Engine Marketing and Optimization efforts by giving businesses the tools to reconnect *immediately* and *directly* with new website visitors. The first step is acquiring an email address on the first very visit (more on how below). Once you have that prospect's email address, a multistep Email Marketing communications program lets you...

- welcome website visitors into your business world
- tell them more about your products and services
- learn more about them and market to their specific interests
- notify them of your business's news, promotions, and events
- share free content that links them back to your website
- build brand identity and establish your expertise
- track buying and behavior patterns and segment mailing lists by audience
- nurture valuable customer relationships that turn website visitors into customers, and current customers into repeat sales

Email Marketing picks up where Search Engine Marketing leaves off by enabling you to initiate *critical business-to-customer relationships* before those valuable leads go cold.

Here's how to get started using Constant Contact's Email Marketing service in tandem with your online marketing activities.

Step 1: **Create your FREE 60-day trial account.**

It's fast and easy, with personal Campaign Consultants and online resources, tours, and webinars to help you get started. There's no risk, no obligation, and no credit card required. Sign up at: <http://yahoosearch.constantcontact.com>

Step 2: Build your email marketing list. Search Engine Marketing brings potential new subscribers to your mailing list to you. Once visitors arrive at your website, you need to entice them to share their email addresses with you so you can add them to your mailing list and initiate your relationship-building Email Marketing communications.



Invite visitors to join your email list by adding a signup box to your homepage or landing page using Constant Contact's customizable Signup Box.

Entice visitors to sign up by offering them something of value for free in exchange for sharing their email addresses. Examples: A free whitepaper, consultation, educational webinar, or your e-newsletter are all good incentives.

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Constant Contact also makes it easy to import and manage your existing list into our online system, or create a new list. (No list is too small to get started!)



If you're a new business, create a list by adding the names and contact information of family, friends, and colleagues.

(NOTE: You must ask permission before sending any commercial email communications. It's not just polite and good business. It's the law.)

Step 3: Create your email message using one of Constant Contact's 100+ templates. If you need assistance or ideas, contact our Campaign Consultants at: 1-866-876-8464.



Thank new visitors for signing up for your mailing list.

Send them something short and simple such as a coupon, special promotion, event invitation, or a newsletter article related to your expertise.

Your first mailing should educate visitors about your business and engage them with something interesting. Make it meaningful and not too sales-focused.

Step 4: Send a preview test message to yourself and a few close friends to get the hang of it. Invite their feedback and make adjustments and final edits.

Step 5: Send the message to your list and track the results. Email campaign tracking reports show you how many subscribers opened your emails, which links got the most click-throughs, and which customers clicked on which links. Then you can categorize subscribers by interest area and market to audience segments in the future.

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Whether you're sending an email newsletter, a coupon, or a promotional notice, Email Marketing keeps your business in front of your customers. It helps establish your brand identity and drives visitors back to your website, where they can learn more about what your business offers. That way when they're ready to buy, they'll buy from *you*.

Conclusion: Communication Builds Customer Relationships

Search Engine Marketing and Email Marketing work hand-in-hand to attract and retain customers. Remember, new website visitors are only valuable when they become customers. And the way to convert them to customers is through ongoing Email Marketing communications. Show them you value their business, learn what interests them, send them valuable, interesting content—and they'll thank you with their patronage. If you don't reach out to those site visitors immediately, how will they know you value their business? Communication builds customer relationships and customers build businesses.

Don't miss out on this important opportunity to maximize your investment in Yahoo Search Engine Marketing efforts. Let the power of Constant Contact's professional, easy-to-use, affordable Email Marketing service help you **attract** your customers, **connect** with their needs and interests, and **GROW** your business.