



*Stay in touch
with your
customers and
save time*

eNewsletters

\$500 QUARTERLY
(3 newsletters)

One Time \$150.00
setup fee applies

- **Interactive** – e-Newsletters allow you to interact with your clients on a regular basis. Clients, in turn, can interact with you through surveys and promotional offers.
- **Viral** –Your e-Newsletter can be forwarded to interested parties just like any other e-mail. A link at the bottom of your e-Newsletters can also be included to enable your clients to sign others up.
- **Simple to Modify** – changes to web-related marketing materials can be made easily and more affordably than printed materials.
- **Easily Tracked** – no other form of marketing will give you such immediate and accurate results of your efforts. Today's technology enables you to get valuable information such as how many recipients opened your e-Newsletter or clicked on the call-to-action links.
- **Targeted/Personalized** – with e-Newsletters, you're sending out information that people want to receive because they're opted-in. No more wasted time, effort and expense.

We've found that there are many reasons why you might want to consider adding a e-Newsletter to your marketing mix — **to develop more leads, increase sales, drive more traffic to your website** and if you're taking it really seriously, to build up some intelligence on what your clients are interested in. In our experience, e-Newsletters can be highly effective; especially if they are part of a longer term strategy that seeks to add value, build a brand and take customers along a decision making process over a period of months.

Now here's the best part!

We've made it easy to get started! We will work with you to get your client and prospect email list uploaded to **Constant Contact** where your database will be maintained. We can even assist you in getting your bCentral account set up. We will design your template, layout and graphics. So every month just choose the articles you want from our online database and we'll do the rest.

Constant Contact Email Management Tool

Starting at just \$15 a month (with no hidden fees!)

- Send unlimited emails (monthly fee based on how many addresses you maintain in your list)
- Track how many of your emails have been opened and the click-throughs
- Real-time reporting on campaign statistics
- List management to add and delete subscribers
- Automatically delete un-subscribes and duplicates so your list stays up to date
- Bounce management to correct mail delivery errors
- Unlimited phone and email tech support

Visit our HBS Constant Contact website for complete information:

<http://www.constantcontact.com/index.jsp?pn=heritage>

GET STARTED NOW!

To start today or find out more about this exciting new service, please call us at 708-597-5005 or email us at: hbs@hbpc.net

Heritage Business Systems

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