

How to Use Email and SMS Marketing from the same Database and get superior results.

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By Rick Rakauskas

How to Use Email and SMS Marketing from the same Database and get superior results. by

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Do you ask for the email address of everyone you meet?
And their permission to send them your stuff on a regular basis?

If you haven't ingrained this habit yet you are missing out on heaps of \$\$\$!

And spam issues aside, email marketing is still a killer application.
Teamed up with SMS, it is very hard to beat for the price.

Let's see how really switched on businesses use both to make a motzah.

The original email/SMS system was created around 5 years ago to service the dance party market in Southern California. Then, ravers had to stay one step ahead of authorities, so party notifications were very time sensitive, often being just a couple of hours before start time.

Email and SMS was used from the one database.

Fast forward to now, and Murgent.com.au is to my knowledge still the only bundled email/sms provider that can construct campaigns using a common (web based) database.

Here are some applications to get the juices flowing.

Say you operate a restaurant. You have been diligently collecting names and contact details for your VIP Club.

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Tonight looks like it's going to be a bit slow. It's 3:00 pm on Tuesday afternoon. You go to the computer and create an SMS message "Special VIP deal, tonight only, book by 6:00 or miss out – every booking gets a free bottle of wine worth \$20. Go on, give her a surprise."

You create a list of 50 VIP's and send the message out. As long as their mobile phone is on, they will get the note within 30 seconds of the send. It will be delivered, because the network guarantees delivery.

By 5:00 you are booked out. Cost?

5 minutes of your time, \$6.75 for 50 SMS messages, plus the wholesale cost of each bottle of wine.

Here is a problem looking for a solution.

Research has found that around 1 in 5 optin emails still get filtered out by nanny state ISP's who think adults shouldn't think for themselves about what they want to read.

How does this affect you if you have an optin database of 500 folks who really want to read your stuff?

Statistically 100 will never see your message.
Frightening when you figure what it cost to get those names in the first place?

You have a monthly email newsletter which goes out to your whole database. But you are worried that some of your clients don't get it, because of spam filters on their ISP.
Most folks don't know what a whitelist is, or how to set it up.

So...

Your database is 500, and you really treasure the bond you have with your prospects and clients.
They like you too.

When the email goes out, an SMS goes out too.
"Hi Frank, I just sent your copy by email of the Silver Bullet e-newsletter. If you don't have it please call so we can fix your spam filter – Rick"

Hard cost for 500 SMS messages?
\$67.50

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It's peanuts for marketing that makes sure folks actually read at least ONE of your marketing pieces i.e. the SMS message.

Do you see the power this can give you?

How often do you have a special deal for selected clients?
Need to fill up numbers because you're short at a function?

There are heaps of other applications for SMS and email combined.

If you take the free trip at Murgent.com.au please tell them that I sent you.
And yeah if you become a paying client, I get a bit of cash too.
So what, you've now got a tool that gives you a very large edge which absolutley no-one knows about.

Yet...

Life's short, so make it fun and profitable.

Rick Rakauskas

Rick Rakauskas is a marketer and direct response copywriter in Australia. His clients love his eclectic problem solving approach. How can a Feng Shui consultant JV with a financial planner so both get results? www.cashmagnetics.com"...the right words delivered to the right audience... every time"

Great Communication Skills

By Colin Ong TS

Having good communication skills in the workplace is important. This article will provide tips to take into account a rapidly changing workplace.

Details of the message:

It is important that you first check the authenticity of the message before you start to communicate with your office colleagues. Has the message been transmitted from a reliable source or was it something that you just read in the newspapers? Good communication skills will enable you to be more credible and reliable – but it is as good as the contents of your message.

Don't change the message:

Some people are fond of providing their personal input about a message. Problems will arise if the receiver unknowingly accepts the message with the input as the "total package". This may cause

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confusion and misunderstanding in the workplace.

Get to the point:

A similar point is to keep the message short. It good to provide bulleted headings and paragraphing if the message is long and detailed.

Information or Feedback?:

As many workplaces are fast-paced and activity driven, it is important that you communicate with the receiver if you are sending information or getting feedback. This may not be very apparent if your message is phrased in an open-ended way. An example of this problem is when you say " There will be a meeting on Saturday." Is it compulsory for the receiver to attend?

Sensitive to the environment:

If you have an important message for the receiver who happens to be making a speech in front of VIPs, how will you communicate? Will you interrupt him in mid-speech by shouting the message across the conference room? This method is definitely not recommended. Instead, you should write out the message and hand it to him without distracting the audience. Most poor communicators are not sensitive to the working environment and place high importance in transmitting the message.

Sensitive to the receiver:

We all have our "off days". Thus it is important to be sensitive to the message receiver, especially if he is your immediate superior and the message is negative. Use your own intuition to time the message so that he will be in a better frame of mind to evaluate the problem. However, this takes a lot of

practice and patience. But your superior will be appreciative of your efforts.

Effective use of email:

It is good practice to send an email if you are unable to contact the receiver. The advantages are obvious; you are able to send an email attachment with your message and there is proof that you have done your part (unless his email account is over-quota!). You can also broadcast the message to a few people so that his colleagues are able to handle the problem is he is away.

Effective use of SMS:

As most people have mobile phones, you should consider using SMS to help in your communication. A suggestion is to send an SMS to inform him that you have just sent an email that requires attention. However, please note that SMS communication may have a time lag, so use it with caution.

Colin Ong TS is the Managing Director of MR=MC Consulting (

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) and the

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Great Communication Skills

SMS service: Gaining Popularity

Stay in the know with Google SMS

What is SMS?

SMS Marketing - finding customers through mobile marketing

Clickbank Automation System

Email Spider Software

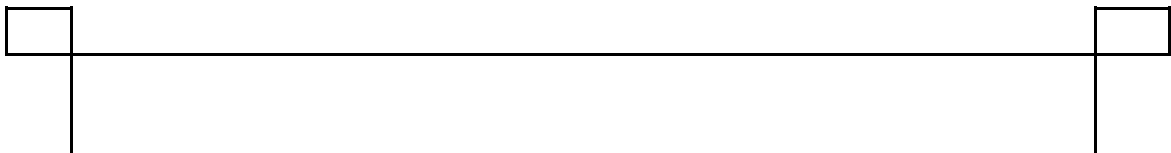
News Letter Genie Pro

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