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Maximizer · Strategic · Learner

Yes!

Based on research conducted by the **Direct Marketing Association**, email marketing is predicted to return an incredible **\$48.29 for every dollar spent** in 2007. To put this in perspective, that's more than **double** the average return for other forms of online marketing and more than **6 times the return** from print catalogues.

Who's the email expert?

"Barbara has been a delight to work with: honest, always patient, positive and courteous. Those might seem like simple things, but when you are relying on someone else for YOUR business, they are very powerful assets." - *Tamara Noel, Owner, Pulp*



Does Email Marketing Work?



Sign up for this monthly publication providing best practices for email marketing users at our website:
www.otoolemarketing.com



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YES!

The reports are in – more and more people are using online tools to research, shop, donate, and buy everyday.

Non-profits use email to:

- Update board members and constituents
- Raise money by soliciting donations
- Ask for volunteers and participation
- Solicit sponsors from area businesses
- Deliver newsletters
- Inform the media

Small businesses use email to:

- Remind their customers to re-order
- Deliver special offers and discount coupons
- Ask their customers for referrals
- Solicit new customers without spamming
- Introduce new products and services

Sole proprietors use email to:

- Manage their sales communications
- Segment their audiences
- Qualify leads
- Compete in highly competitive markets

“Using the HTML email service has allowed us to get in front of so many more people.”

- *Rita Goodner, President, North Texas SNAP*

“I wish I had known how easy this would be to use! We could have saved ourselves so much time and trouble!” - *Shelley Sheldon, President-elect, North Texas Society for Human Resource Professionals*

YES!

More than any other form of marketing, email can provide **actionable data on the results** it generates. Keep track of who opened your email and when, what topics they were interested in, who forwarded it on to a friend, how many sales were generated and much more.

One of the frustrations with many marketing activities is that it can be very hard to tell what is working, and what is just costing money. If something isn't working, you'll find out quickly and be able to tweak it immediately, at low cost. This is a huge saver of time and money.

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YES!

Email generates an immediate response.

Instead of waiting for someone to visit your website, you can get your message to them when it counts. The majority of your recipients see your email message in the first 24-48 hours.

If you've tried email marketing, you may have been overwhelmed by unsubscribe requests, or bounces coming back to you. Or you might have tried a system that was just no fun to use (like Constant Contact). You may have become bogged down with the tedious process of using your standard email software (such as Outlook) to send emails to customers.

We offer something better – automated processes that handle subscribing, making sure people can opt out when they want to, and keeping track of emails that bounce. It's easy to manage and a breeze to maintain.

A nominal setup fee provides you with customized email stationery and a **base rate of just \$30 per month** keeps your messages flowing and your organization in business.

Let us help you get started today! Email barb@otoolemarketing.com and ask for a free “test drive.” Or call 817-496-4476.