

Spectrum Net Designs

CREATING WEB SOLUTIONS

Serving you by creating web solutions for over 20 years.

January | 2021

Lamentations 3:22-23: *The steadfast love of the LORD never ceases; his mercies never come to an end; they are new every morning; great is your faithfulness.*



Keep Up with Your Clients with Email Marketing!

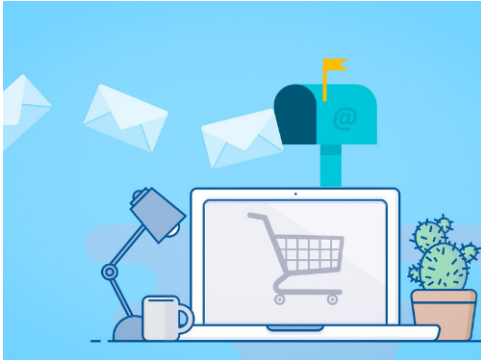
Email Marketing is a great tool for all businesses to keep in touch with their current, new, or prospective clients on a regular basis. If you aren't currently doing any type of email marketing, the thought of trying to come up with consistent content to push out might seem a bit intimidating. We are here to assure you that ANYONE can utilize email marketing for their business, and we want to help you see the benefits of email marketing as well as how you can get started today!

What is Email Marketing?

Email marketing is a form of digital advertising that consists of sending emails regularly to lists of your current or prospective customers or clients. Email campaigns can be anything ranging from company newsletters to sales information and coupon codes. The opportunities are endless when it comes to forming a campaign that works for your business

How Can Email Marketing Help My Business?

- Organize your current customers & leads for better marketing
- Increase your return on investment
- Creates meaningful relationships with your customers



How Do I get Started with Email Marketing?

- Choose an email provider
- Get a list of current and prospective clients
- Segment your email lists
- Send a welcome email
- Begin creating & scheduling emails

How Do I Keep my Content Fresh?

- Start a blog
- Run a sale or give a discount
- Get involved in the community

[Learn more!](#)



Let us Show You the
Benefits of Email Marketing!

CONTACT US

In Case You Missed It!



4 Things You Can Do Today For Your Marketing Strategy

So many articles about developing and maintaining your marketing strategy focus on big picture and long-term plans. But sometimes you a) want to do something tangible NOW b) only have a few minutes or c) lack inspiration to start. We all find ourselves in that position every now and again. So here are four things you can do today in less than 5 minutes to jump start your motivation!

[Read More](#)



5 Ways to Build Your Brand with Social Media

Building a brand on social media takes hard work, dedication, consistency and sometimes help. It can be challenging to build up your brand especially if your accounts are new and still undiscovered which is why we want to talk about it! Stay tuned and you'll learn lots of great tips and tricks to solidifying and building up your brand through social media.

[Read More](#)



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