

Permission Marketing Help

From B4B UK Ltd.

Understanding and Using Your Autoresponder

Introduction

Welcome to your guide to Permission Marketing! This short document has been produced by the team here at B4B UK to give you a quick grounding in Permission Marketing and, more importantly, to get you started using your autoresponder.

We suggest you print this out for ease of use and quick reference as you go through each section.

Permission Marketing Background

Permission Marketing is about **COMMUNICATION** with YOUR customers. An Autoresponder is the tool that you use to implement Permission Marketing. It automatically contacts ALL of your customers and is used to inform **THEM** about **YOU**, your products, services, offers and promotions.

Permission Marketing means that your customers have agreed to receive marketing and informative emails from your company by giving you their name and email address. Collecting customer email addresses is easy! Simply provide a card for them to complete whilst they are in your premises, and then enter these into your B4B Autoresponder. **Or**, customers can also enter their name and email on your website (this method is called **Opt-In**). The team here at B4B strongly recommend that you do both! The B4B Autoresponder already includes the **opt-in** add-on called the **Web Form** (more on this later) for your website! It's that easy!

In the United Kingdom, an **opt-in** is required for email marketing, under The Privacy and Electronic Communications (EC Directive) Regulations 2003. This came into force on the 11 December 2003, and at B4B we ensure that you are always in compliance with these requirements.

Permission Marketing, using an autoresponder, is the most effective way of marketing your business, since you are sending information to people that are **ALREADY INTERESTED** in your products/services!

Using the autoresponder you setup one, or more, marketing **Campaigns**. These campaigns are simply a set of emails that the autoresponder will automatically send to any/all of your customers. You write and control the content of these emails, and you also easily program (control) the autoresponder when to send these mails (e.g. weekly, monthly etc.).

Within the autoresponder you also maintain your list of customers that have opted-in to your Permission Marketing. You can add and remove customers, and you can also specify which campaign to use for each customer, or group of customers.

Lastly there is the **Broadcast Message** facility, where you can send an additional email to all customers to immediately inform them of any special offers, promotions, discounts etc. or indeed any other items of information that you want to pass on to your customers straightaway. **Broadcast Messages** are in addition to your normal marketing campaign emails.

The Autoresponder from B4B UK Ltd has been specifically designed to be easy to set up, and easy to run. It is designed to be the most cost effective tool of its type for use by small to medium sized companies that do not have an army of in house internet experts. You will not believe how simple it is to use.

Below this section you will find a complete tutorial on using the B4B Autoresponder, along with an example campaign, and links to an example website, to show you exactly how the **opt-in** works, using the **Web Form** mentioned above.

As mentioned earlier, there are two methods to use Permission Marketing effectively, **Campaigns** and **Broadcast Messages**.

CAMPAIGNS

Here you plan out a series of interesting and cohesive messages to your customer over a determined time frame. It should be viewed as an “unfolding story”, relayed in a friendly and unobtrusive manner. A campaign can consist of many features, such as a range of products, general interesting information about your company, or even about your business or industry sector.

You can run one campaign, or multiple campaigns, with different customers on separate campaigns.

A good example of a multiple campaign situation would be a garage that sold both commercial and private vehicles. Your customers could be on one or other of the campaigns, or both.....the choice is yours.

Campaigns should **NEVER** be about **DIRECT SALES**.....always about **COMMUNICATION**.

You will find an example of a campaign, over a time scale of eight weeks and using “six email contacts” at the end of the help section.

BROADCAST MESSAGES

These are very efficient for Promotions, and handled correctly, are a very effective **Sales Tool**. You can instantly email all (or part) of your customer base, with interesting news, updates, discounts, or “special offers”.

Broadcast messages “**over ride**” campaigns in “one click”

Now that we've covered the basics of Permission Marketing using an autoresponder, you are ready to set up your first Campaign on your B4B Autoresponder.

Using Your Autoresponder

Your autoresponder consists of five sections:-

CAMPAIGNS CUSTOMERS EMAILS BROADCAST HELP

To initiate a Campaign you require at least "one theme" (campaign), one email, and one customer. Kind of obvious unless you want to send it to yourself!

Tip – whilst you are still learning to use your autoresponder, it could be a good idea to test your first campaigns out on yourself, before going live with your customers.

1. STARTING A CAMPAIGN

Once you have logged in to the B4B UK website, go to **My B4B** then select **Manage Autoresponder**.

Go to **Campaigns**

To create the Campaign simply click **New Campaign**.

Start by giving your new campaign a **Name**

It is a good idea to call the first one...**TEST CAMPAIGN 001**

Next, choose **Start** and **End** Dates for your campaign.

Select the **Message Interval** for your campaign. This is the number of days between each of your campaign emails. If you are doing a test campaign then selecting "1" (day) is a good way of testing your autoresponder skills!

The start date can be retrospective, to allow the campaign to start immediately. Just think about the overall timescale that you would like to run any campaign, let's say two months for example. Then think about the number of messages (times) you would like to contact your customer during the campaign, let's say eight. So your campaign is going to last approximately 60 days with eight messages, a good time scale between messages would be seven days (one per week).

Tip - To let you try this it out, just choose two dates (start & end) four days apart, and insert a message interval of one day.

At this stage **ignore** the boxes below "**Message Interval**". These boxes are for using the autoresponder in conjunction with your website. More of this later!

Now press **SAVE.....** You have now created a Campaign.

You can also review and make any necessary changes to your Campaign using the **Edit Campaign** button and selecting the campaign that you want to edit. More of this later!

2. CUSTOMERS

This section of the autoresponder is where you manage all your customer names and email addresses.

Customers that have given you their details can be entered manually using the **New Customer** button. As they have not verified their acceptance of “sign up” through responding to a campaign it is **IMPORTANT** that you have a clear procedure (Data Protection Act) as to why you entered them into **YOUR** Permission Marketing.

Here are two examples:-

A...A customer could give you a business or personal card and indicate that they are willing to “participate”. If that is the case, when you have entered them (manually) simply send them a quick (personal) email informing them that you have added them to your “system”.....that becomes the “verification”

B...If you have a “captive customer base” (a hairdressing salon is a good example) you can have a small card for name/address, Tel No, email etc. again this becomes your verification

Note... all emails carry an “unsubscribe” function, to allow users the right (Data Protection Act) to unsubscribe themselves at any time.

Tip – you can enter your own name and email address here to enable you to try your new campaign out on yourself first.

The **Edit Customer** button allows you to edit a customer’s details or remove them from your customer list. You can also switch them from one campaign to another. Or alternatively, ADD a customer to more than one campaign. In reality it is highly unlikely that you would “switch” campaigns, especially within the first six/nine months, until you are totally familiar with the benefits of PERMISSION MARKETING. You may however decide to launch a “second campaign” and add (some of them) them to that! THE CHOICE IS YOURS.

Note: Any customers who “sign up” (**opt-in**) from your **website** (using the **Web Form**) will automatically be recorded and stored within the **Edit Customer** (all customers) section. They will also automatically be recorded and stored under the **CAMPAIGN CUSTOMERS** section, relative to whichever “Campaign” they responded. Initially we assume that you will start with “one campaign”, so they will appear in “both.”

CUSTOMERS - CAMPAIGN CUSTOMERS

When a customer “signs up”, in addition to being recorded and stored within the EDIT CUSTOMERS field, they are automatically inserted into whichever Campaign they “joined” (signed up). If you have more than one campaign, then you can select each campaign from the pull down menu and view/edit the customers assigned to each campaign.

Beside each customer in this section are three other functions:

REMOVE...This is a manual failsafe to remove them from the

Data Base and Permission Marketing System (as required by Law) if for whatever reason the “auto unsubscribe” does not work.

RESET COUNT...This function is an “optional extra”, and can be used to “reset” the customer back to the start of any campaign if ever required. The mail count will be reset to 0 and the customer will start to receive the campaign emails from the very beginning again.

OPT-IN...This function should be used with care, as it assumes that the customer has “agreed” to receive Permission Marketing (Campaign) emails. The use of this (over ride) function assumes that YOU have manually added (**new customer**) to the system and that YOU have received the customers (user) “permission” to join your Campaigns.

An example is, someone has given you their e-mail details, either through business card, or perhaps “some other” form of agreement, including verbal. Irrespective of which, YOU have by passed the verification agreement, and you need to be aware of that.

Once the customer (user) receives the first email, or subsequent emails, they of course have the “unsubscribe” facility on any emails received, nevertheless, please consider carefully the addition of “any customer” through the **New Customer** function.

If you move or add a customer to a different campaign (using the Edit Customer screen, as above) to comply with the Data Protection Act you are required to manually opt them in using the **opt-in** button.

Also, if you manually enter a new customer into your customer list and assign them to one (or more) of your campaigns you will also need to manually opt them in by hitting the **opt-in** button before they will begin to receive your campaign mails.

OPT-OUT...Should you want to remove a customer from a campaign then simply press **opt-out**.

3. EMAILS

This area of your autoresponder is where you write and maintain your emails to be used for your marketing campaigns.

Go to **Emails – New Emails**

Mail Name....Enter a unique name for **your identification only**. This name (text) **does not appear** on your customers’ email it is merely a name to allow you to manage the various emails you will need.

From....Insert the name that you want your customers to see in the “from” line in the mail that they will receive. This can be any name you choose, personal or business name. This is a mandatory requirement.

Respond Address.... This field is optional. If you want to you can enter an email address that you would like the customer to use if they choose to reply to your email. This needs to be a real email address. It can be any real address that you choose e.g. joe.bloggs@yourcompany.com or something like customer.support@yourcompany.co.uk. This address will be used automatically when the customer hits the reply button on their email tool. If you choose to leave it blank then the system will automatically insert our standard “no reply” address which will show the customer that replies are not permitted to this email.

Subject....Enter a subject, this **will appear** as the subject on the email received by your customer.

Body....Write your email here. You can format the mail with the tools in the editor, and insert images if required.

If you want to personalise the emails you can automatically insert your customers name using the NAME button in the editor. For example, if you want to start your emails with “Dear” then you should type the word “Dear” add a space and then hit the NAME button. You will see CLIENT_NAME inserted and this allows your autoresponder to pick up the forename of all your customers and insert it into the email.

Alternatively, you can send emails without the personalization, it’s up to you!

All emails sent from your autoresponder are from a “no-reply” email address e.g. no-reply@b4buk.com. However, if you do want your customers to be able to reply to any of your campaign emails then simply add a line to the body text indicating the address to use e.g. *“To reply please contact us at <your email address> ”*

Now press **SAVE**. You have now created and saved the first email in your campaign.

To create more emails for your campaign, simply hit the **New Email** button and enter the details for you next email! Easy!

Go to **Emails – Edit Email**

On this page you are able to view and edit all of the emails that you have created.

Edit.... Is exactly this. It opens up the email and allows you to edit it in just the same way as you created it.

Send Test.... If you want to see exactly how any of your emails look before you send them to your customers, you can hit this button and the email is sent to the email address you gave when you first registered with B4B UK to get your free pass. To double check what address you used simply go to **MyB4B** and select **View/Edit My Personal Details**.

Remove.... Simply removes and deletes the email.

Return to **Campaigns – Edit Campaign**

Ensure that you are editing the correct **Campaign**. This is very important when you have a number of campaigns on file. The system clearly identifies which Campaign you are editing.... **“Campaign Name”**. Simply select the campaign you want to edit from the pull down menu at the top of this page.

Go the bottom of the page...**Add Mail**

This is a drop down menu field with your e-mails identified by the unique names that you have given them (*This name is transparent, and is not visible to your customer.....it is for your use only*)

Choose the email that you wish to be included within this Campaign by highlighting it within the drop down menu, and press **add**

Remember that this name, as it appears here, is for your identification only. This name **DOES NOT** appear to your customer, only the **SUBJECT** that you included within each email.

The emails will then appear in order of transmission within your Campaign according to the order in which you selected them. The first at the top and the rest in descending order. The time scale of transmission (sending messages), is already determined by the number of days that you decided to insert in **Message Interval**.

You can easily edit the order of transmission by the use of the **remove** and **add** buttons, until you are satisfied with the correct order of content relative to your Campaign.

The fields for **Web Form Name...Form Header Text...Thank you page** and **Verify page** are for enhancing the user (**customer**) experience on your website (visual presentation).

To enable customers to sign up (**opt-in**) from your website the **Web Form** is the integral part of your customer portal to **Permission Marketing**. This simple form is placed on your website and “points” to our secure server, with **YOUR USER DETAILS**. **YOUR** customers are securely stored within **YOUR** secure and confidential section of the server data base files.

Web Form Name....This function would only ever be required if you have more than one Web Form on your website, which is unlikely. However, this is provided as an optional accessory if required.

Form Header Text.... is a visual enhancement to the **FORM** for the user (customer) to see and understand what the **FORM** is about (visual presentation) and you can enter any text that you want. For example: - *“To keep updated with our products and services, please provide the following information”*

Thank you page.... This is a URL (web page) **chosen by you** on your site, where the system directs the customer after they have signed up.

Verify page works in the same way, but is “called in” only after the customer is verified via the automatic **opt-in link**. Again this requires a URL (web page) **chosen by you**.

Note: *If you have chosen to enter your own URL (web addresses) as above, it is very important that you have included your BUSINESS NAME in the “My B4B Personal Details Section” as the system collects YOUR Business Name from this field. Should you decide to leave both sections “blank”, a default Thank You and Verify “messenger” will automatically take over, and respond to YOUR customer, again it will collect YOUR Business Name from “My B4B Personal Details Section”, so please ensure completion of this information.*

Web Form to copy

Highlight all the code in this field and **copy it** (right click on it, and choose copy or Ctrl + c) and then **Paste it into the web page (URL) on your site that you anticipate visitors will “land on”.**

As there are many variations to website management and the editing, it is possible that **YOU** may not have the “technical knowledge” to integrate the “**Web Form to copy**”. Your “web designer” will know exactly how to complete this (it’s like everything in life, simple if you know how) alternatively for a very small fee, we will be pleased to assist, and you can contact us either through the Board Room or Phone.

You have now introduced **PERMISSION MARKETING** to **Your Site!**

4. BROADCAST

This section is self explanatory. This facility allows **INSTANT COMMUNICATION** to your entire Customer Base, either to **ALL CAMPAIGNS** or selected **CAMPAIGNS** it’s **your** choice!

Please be very careful with e-mail content here, as once you “send to customers” the communication is instant.

Once you have entered the **From** name (personal or business), and inserted **Subject** and **Body** text (just as in section 3 above) and then hit **Send to Customers Communication is INSTANT.**

Simply view this as if you are sending any “ordinary email” and ensure the accuracy of content (message).

Finally, to show you how all of this looks on a website and to provide a live demonstration of all of this, go to our demo site and sign-up (**opt-in!**) to the autoresponder and see for yourself how Permission Marketing will work for your site!

www.internetmarketingforsmallbusiness.com

Remember – the B4B team are here to help. Please do not hesitate to contact us through the **Board Room**, or by **Phone**, if you need any further assistance..

5. MARKETING CAMPAIGN EXAMPLE

The example used is for a Hairdressing Salon

The Campaign "THEME" (message contents) is planned for an initial period of approximately Three Months.

Evaluation (analysis) of results on customers and sales will be easily determined by Month Two, and consideration (in Month Two) should be given to the "THEME" (message content) of the "next" Campaign, which should be planned for commencement in Month Four.

The "next" (follow on) Campaign, can either simply be a continuation (new message contents prepared and added in sequence) to the original, or a NEW CAMPAIGN can be created.

Until you are totally familiar with "Permission Marketing" we strongly recommend that you continue with your existing Campaign and simply "add" new emails (messages). Used correctly and constructively (*in the early days*) "Broadcast Messages" are a great way to COMMUNICATE (and SELL) to your customers. But please do not "bombard" them with emails, this is counter productive, and against the "spirit and intent" of Permission Marketing.

The "THEME" chosen should consist of ongoing friendly and helpful information, with BROADCAST MESSAGES, inserted as appropriate.

In this example, the time scales (Message Intervals) have been set at 14 days, and the example customers name is.....KATY.

The system automatically copies all customers' names individually into each email.

The campaign (transmission of emails) will commence from the Start Date that you have chosen. It is very important that you understand that each customer "when they sign up" will receive "the first (Day 1) message", which is why (until you are more familiar with the system), it is a good idea to use "One Campaign on a rolling and ongoing basis". Everyone starts from the beginning.

Broadcast Messages will "go out" to EVERYONE, irrespective if they "signed up" only hours before.

The examples given are exactly that...just examples, but the "theme used" is friendly communication.....Sales "offers" and "News" can be effectively introduced through Broadcast Messages.

Please remember, that before the customer receives Message 1, they will have previously received "Thank You" and "Verification" messages, so you can instantly move to a "Communication Mode", including Broadcast Messages.

Example for a Hairdressing Salon:

DAY 1 (message 1)

Dear Katy,

Hope you remain satisfied with our services. We very much appreciate your custom. Please remember, if there is anything that you feel we can do to improve the services offered, do not hesitate to inform us.

Regards,

The B4B Salon

DAY 14 (message 2)

Dear Katy,

Hair care, style, colour etc is a very personal matter, and we understand that. If there is anything you feel we can do to further improve our understanding of your requirements, please tell us.

Regards,

The B4B Salon

DAY 28 (message 3)

Dear Katy,

Customer satisfaction remains our No 1 priority, and we trust that you remain a satisfied customer.

Regards,

The B4B Salon

BROADCAST MESSAGE (special announcement)

Dear Katy,

We are pleased to announce that Jeanette Whittaker (formerly of Salon Kings) will be joining us, effective from the start of next month.

Jeanette will further enhance the existing Stylist Team, and we are delighted at her decision. We also have a new trainee, Eleanor Bradford, who will ensure that you enjoy your shampoo, and cup of tea or coffee.

Regards,

The B4B Salon

DAY 42 (message 4)

Dear Katy,

Customer communication is very important to us, and we continue to review and improve this subject, both through informative e-mails and direct communication during your visit.

Regards,

The B4B Salon

BROADCAST MESSAGE (special announcement)

Dear Katy,

Just a brief e-mail to let you know that next month we are introducing some “special offers”, both in Treatment and selected Products.

Hair colouring will be subject to a 10% discount, and some hair Products will have up to 20% reduction.

Regards,

The B4B Salon

DAY 56 (message 5)

Dear Katy,

Thank you for your continued custom, we do appreciate your business, and assure you of personal service and attention, at all times.

Regards,

The B4B Salon

BROADCAST MESSAGE (special announcement)

Dear Katy,

Just to let you know that Angela and Christine both have vacation leave next month. Angela from the 8th to the 20th inclusive, and Christine from the 15th to the 27th inclusive.

Regards,

The B4B Salon

SUMMARY

By now you will have a “feel” for just how **PERMISSION MARKETING** (autoresponding) actually works.

The overall objective is to communicate (messages) on a “reasonable” basis and time scale with your customers, and in so doing, let them understand how important they are to you.

Broadcast Messages are very powerful “tools”. They can be used for Promotional activity (Sales) and also for informative and interesting News about....YOU (Staff or Company holidays) being an excellent example.

We trust that you have found the above “helpful”.

If you have any specific points or questions regarding Permission Marketing in general, or our Autoresponding Service in particular, please do not hesitate to contact us through The Board Room or by Phone.

“WORKING TOGETHER IS WINNING TOGETHER”

The B4B Team

APPENDIX A - Importing lists of existing customers

This section is for users who have an existing customer database or list and wish to use this data in your marketing campaigns using your B4B Autoresponder.

This function within our autoresponder assumes that you have at least some experience with spreadsheets (Excel etc.) and text files. If you would like to use this feature but are not sure of how to use the import after reading the instructions below you can contact B4B UK support and we can arrange the import for you for a small fee.

The data is imported into your B4B autoresponder using a CSV (comma-separated values) file. CSV files can be opened in a spreadsheet application like Microsoft Excel. It is also possible to create a CSV file using Excel, look in the Help menu in Excel for more on how to do this. The CSV file is basically a plain text file with comma's used to separate each value or piece of information

The format of the CSV file should be:

forename, surname, email

that's all there is to it. Here are some examples, one per line:

```
Andy,Tester,andy@tester.com
Sandra,Someone,Sandra@somewhere.com
,,person@test.com
D,Sample,sample@nowhere.com
,Another,anotheruser@testmail.com
```

There should be one line per user/customer, no spaces between and no full stops or anything at the end. Have you noticed the commas at the start before the email address? This means that you don't need the names and can get by with the email addresses only. In a spreadsheet the above example would look like this:

Andy	Tester	andy@tester.com
Sandra	Someone	Sandra@somewhere.com
		person@test.com
D	Sample	sample@nowhere.com
	Another	anotheruser@testmail.com

In the spreadsheet there is no need for commas. You can probably copy and paste quite a few records from another spreadsheet. Maybe you can save a copy of an existing one and modify it to fit this format.

In any case, save the text file or the spreadsheet as **<yourfilenamehere>.csv** using the Save As option in the File menu in excel. Once the CSV file has been created it can then be

uploaded into the autoresponder database. You will need to have a campaign created to assign the new customers to. The imported customers are automatically opted-in since we assume that they are existing customers who have opted-in (given their permission) to receiving your information already.

To import your CSV file go to **My B4B**. On this main page you will now see the button marked as **Upload Client list from csv file**, press this button.

You are now in the Customer List Import page. Simply use the browse function to select your CSV file from wherever you have saved it on your PC. Then select which of your campaigns you want to assign these customers to. Finally hit the Save button and that's it, your customer list is now uploaded into your secure area in the B4B Autoresponder ready to use in your marketing campaigns!

As always, if you have any questions or difficulties then get in touch with us and we will be able to help.

APPENDIX B – Example Campaigns

We have provided this additional section to give you some example campaigns that could be used for various business types. These are only examples of what you could be communicating to your customers and are a good starting point. Take a look through these and modify them to suit your business.

Example 1: RESTAURANTS

DAY 1 (message 1)

Dear Frank,

Thank you for your custom, it is very much appreciated. We trust that you found the food and service to your liking, and hope to see you again sometime soon.

Regards,

The B4B Grill

DAY 14 (message 2)

Dear Frank

Hello, we just wondered if you were aware that Wednesdays and Thursdays are special nights, and that we have an “offer menu” on those nights, which is £10.00 for two persons, from a delightful menu.

We look forward to seeing you

Regards,

The B4B Grill

DAY 28 (message 3)

Dear Frank,

Customer satisfaction remains our No 1 priority, and we trust that you remain a satisfied customer. The next time you are in, please bring a copy of this e-mail with you, and it will entitle you to a free bottle from our house wine range to accompany your meal

Regards,

The B4B Grill

BROADCAST MESSAGE (special announcement)

Dear Frank

Just to let you know that we are planning a very special “Sicilian Evening” on Saturday xx/xx/xx . This has proved extremely popular in the past, to ensure availability please call 012345678 a.s.a.p. to reserve your table.

We look forward to seeing you, it will be a great night !

Regards,

The B4B Grill

Example 2: SMALL SHOWROOM FOR ANY RANGE OF PRODUCTS

DAY 1 (message 1)

Dear Eleanor,

Thank you for considering us as a supplier of xyz. Our opening hours are Monday to Friday 0830am to 600pm and Saturday and Sunday 10am until 5pm.

We are always happy to let you browse through our range of products and are always on hand to be of assistance

Regards,

The B4B Showroom

DAY 14 (message 2)

Dear Eleanor,

We have just received a delivery of a brand new range of XXXXXX. Please feel free to come in and see them any time that you are passing by.

Regards,

The B4B Showroom

DAY 28 (message 3)

Dear Eleanor,

Customer satisfaction remains our No 1 priority, and we trust that you will keep us in mind for anything from our product range. We will always do our best on Price, Quality and Delivery, these are very important to us.

Regards,

The B4B Showroom

BROADCAST MESSAGE (special announcement)

Dear Eleanor,

During the week end of Saturday and Sunday xx/xx/xx we are very pleased to advise you that we are having a very special day. EVERYTHING will be available at a minimum discount of 20% and in some cases up to 40% reduction.

Hope you can take advantage of this very special week end

Regards,

The B4B Showroom

Example 3: CAR SALES (GARAGE /SHOWROOM)

DAY 1 (message 1)

Dear Neil

Thanks for you visit, hope you found our range of cars to be interest. It can (sometimes) be a fast moving environment; we will keep in touch with you and update you now and again on what we have in stock

Regards,

The B4B Garage

DAY 14 (message 2)

Dear Neil,

Hello, we have some new stock in, if you are passing please feel free to come in and have a look. Our staff are always on hand to answer any questions that you may have.

Regards,

The B4B Garage

DAY 28 (message 3)

Dear Neil,

Customer satisfaction remains our No 1 priority, and we trust that you recognise that our “after sales service” is second to none. We pride ourselves on the number of recurring customers that we have.

Regards,

The B4B Garage

BROADCAST MESSAGE (special announcement)

Dear Neil,

We have two terrific cars just become available. One FORD FOCUS (2006) in truly excellent condition (£3250.00) and one Vauxhall Vectra (2007) also in immaculate condition (£5650.00) These cars are well worth seeing !

Regards,

The B4B Garage

Example 4: SMALL PLUMBING (OR ELECTRICAL) COMPANY

DAY 1 (message 1)

Dear Gordon,

Thank you for using our services, which we trust you found to be to your satisfaction.

We very much appreciate your custom. Please remember, if there is anything that you feel we can do to improve the services offered, do not hesitate to inform us.

Regards,

The B4B Plumbing Company

DAY 14 (message 2)

Dear Gordon,

Just to inform you about our “out of hours service”

Any problems please call.....012345678

Regards,

The B4B Plumbing Company

DAY 28 (message 3)

Dear Gordon,

Customer satisfaction remains our No 1 priority, and we trust that you remain a satisfied customer. Please do not hesitate to call on our services, that’s what we are here for.

Regards,

The B4B Plumbing Company

BROADCAST MESSAGE (special announcement)

Dear Gordon,

Gutters and down pipes are always a problem, during the next four weeks we have a very special offer to clean and advise repair (if required)

Please call 012345678 and we assure you that we will provide you with a very **COST EFFECTIVE QUOTATION** for this service.

Regards,

The B4B Plumbing Company

Example 5: BUTCHER, BAKER OR CANDLESTICK MAKER

DAY 1 (message 1)

Dear Ellen,

Hope you remain satisfied with our services. We very much appreciate your custom. Please remember, if there is anything that you feel we can do to improve the services offered, do not hesitate to inform us.

Regards,

The B4B ANYTHING

DAY 14 (message 2)

Dear Ellen,

Just thought that we would remind you that on Thursday evenings we remain open until 8pm for the convenience of our customers

Regards,

The B4B ANYTHING

DAY 28 (message 3)

Dear Ellen,

Customer satisfaction remains our No 1 priority, and we trust that you remain a satisfied customer.

Regards,

The B4B ANYTHING

BROADCAST MESSAGE (special announcement)

Dear Ellen,

Just to remind you that our Xmas Club IS NOW OPEN.

This year we are giving a very special 10% reduction on everything purchased from the Xmas Club, hope you like that, and take advantage of this "Xmas treat".

Regards,

The B4B ANYTHING

Example 6: DANCE CLASSES

DAY 1 (message 1)

Dear Margaret,

Just a brief welcome and introduction to our classes.

Classes are Mondays / Wednesdays and Thursdays at 7pm (for 1 hour) at The Primary School , High Street, Anywhere, and also on Saturday mornings at 10am, same location.

Regards,

The B4B Dance School

DAY 14 (message 2)

Dear Margaret,

Just thought that we would remind you that on Thursday evenings we have the SALSA classes

Regards,

The B4B Dance School

DAY 28 (message 3)

Dear Margaret,

Customer satisfaction remains our No 1 priority, and we continue to strive for a combination of excellence (and of course fun). Trust that you will enjoy our classes.

Regards,

The B4B Dance School

BROADCAST MESSAGE (special announcement)

Dear Margaret,

Xmas is now on the horizon. Have you thought about buying some dance lesson vouchers as presents..?

We have an excellent promotional offer running just now.

By the way, due to refurbishment in the school THERE WILL BE NO DANCE CLASSES ON SATURDAY 21ST November 2009

Regards,

The B4B Dance School

Example 7: CHILDREN'S CRECHE

DAY 1 (message 1)

Dear Laura,

Welcome to our new communicator. We are really excited about this as it will allow us to have INSTANT COMMUNICATION with all the parents (and Grandparents).

Regards,

The B4B Nursery

DAY 14 (message 2)

Dear Laura,

Just thought that we would remind you that on Thursday evenings we remain open until 7pm for your convenience...we know how difficult it is to fit in the shopping sometimes and you might want to take advantage of this new service.

Regards,

The B4B Nursery

DAY 28 (message 3)

Dear Ellen,

The comfort and care of all our children remains our No 1 priority. Please do not hesitate to inform (or suggest) anything that you think we can do to improve our Services.

Regards,

The B4B Nursery

BROADCAST MESSAGE (special announcement)

Dear Laura,

Just to remind you that our Xmas Party this year will be on Tuesday 22nd December.

Santa will be here at 2pm and all parents (and Grandparents) are more than welcome.

Tickets (which includes a xmas gift) will be £5.00 for the children and £3.00 (just to cover the cost of a light buffet meal) for adults.

We are looking forward to it.....IT WILL BE A REAL FUN DAY FOR THE KIDS !

Regards,

The B4B Nursery