



Five Sparrows LLC

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DIY E-Marketing

A customized e-marketing solution that puts YOU in control!

DIY E-Marketing Solution

Electronic marketing (E-Marketing) is one of the fastest growing marketing strategies available today because it lets you reach your target market quickly and easily, and is typically much less expensive than traditional marketing techniques.

However, the biggest reason that businesses of all sizes use electronic marketing is because it gets great results, and can give you a considerable search engine optimization advantage as well!

A Custom Solution for Your Business

Five Sparrows offers a customized do-it-yourself solution for clients who want to build and send their own e-campaigns, but still need a professional, CAN-SPAM-compliant solution that matches their existing web site and branding.

With the DIY E-Marketing Solution, you will get a custom e-campaign or e-newsletter template that will then be set up for use with one of our two very large, dependable Listserv partner companies. Our partners provide an easy-to-use interface that lets you access your custom template, create your e-campaign or newsletter, then send it out through a standards-based, CAN-SPAM-compliant Listserv service.

All Listserv accounts include complete list management features to help you handle opt-ins and opt-outs, and also provide you with detailed statistics for the number of email bounces, opens, clicks, etc. so you can track and measure your results.

If you're looking for a do-it-yourself solution for sending e-campaigns and newsletters, this is the solution for you!

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Do-It-Yourself E-Marketing Solution

- Create professional e-campaigns with your own customized HTML email template
- Build your email campaigns in a snap with a step-by-step, easy-to-use web interface
- Schedule automatic delivery of emails with Autoresponders, or send instantly with one mouse click
- Build, manage, and secure your email marketing contacts in one convenient place
- Send email marketing campaigns and be confident they'll get delivered
- See the results of your email marketing campaigns from any web browser – results include easy-to-view graphs and charts
- Get results fast with instant tracking and reporting features
- See who reads your messages and which links they click on, along with many other useful stats for each campaign
- Manage opt-ins, opt-outs, bounces, and unsubscribes with a completely CAN-SPAM-compliant Listserv service

