



FOR IMMEDIATE RELEASE

## **WSI Managed Email Marketing Programs Produce Results**

*Email marketing is an effective tool for all businesses when used correctly; the WSI managed email marketing service solves the resource problem typically found with the do-it-yourself technology.*

(PRWEB) December 22, 2005 -- WSI Internet Consulting & Education in Rochester Hills, MI has just announced that they will be offering a new managed email marketing service for small and medium sized businesses. The service includes a market analysis, collection of email addresses from current customers, custom HTML templates, and the research, writing, distribution, and tracking of all email messages. Used in conjunction with WSI's other internet products and services, full internet marketing programs can be developed.

Email Marketing – It is more than what you think  
Email marketing is successful when used correctly for just about any business. Yet many people write-off email marketing because they only think of the emails they receive from online retailers boasting of their latest sale with “free shipping.” The term should actually be used to describe targeted, traceable communications to potential and current customers, or individuals who can refer others to your business. All messages should be targeted with information that is relevant, informative, valuable, actionable, and timely and they should be traceable with information on who received the message, how many people opened the message, and what action they took as a result of the message.

### The Resource Problem

There are many do-it-yourself email marketing programs available online, but ask anyone who has tried them and you will find there are many drawbacks. The most overwhelming of these drawbacks are usually realized quickly after signing up – Who in the organization is going to collect the current customer's email addresses and put them into the system? Who is going to research, write, and manage the system? And how is a system going to be developed to start collecting future email addresses? When these questions remain unanswered, the system remains unused.

### The Managed Solution

WSI has recognized this problem and developed a managed system that allows companies to reap the benefits of email marketing, without the typical resource problems. Leonard Magro, Internet Consultant with WSI, said “What we are finding is that our clients all have the need for email marketing, but very few have the resources to carry out an effective campaign. This is why we are offering managed email marketing services. We help our clients generate more business and they focus on meeting the increased demand.” Email marketing can be effective on its own, but

used in combination with WSI's other services, such as search engine optimization, pay-per-click advertising, and website design, WSI can offer clients a full suite of services that help grow their businesses using the internet's latest tools.

About WSI - Headquartered in Toronto, Canada, WSI is ranked the No.1 Internet services business in the world. With systems that have been developed, utilized and proven by over 1000 Internet Consultants in 87 countries worldwide, WSI delivers thousands of e-business solutions to small- and medium- sized businesses annually. The Rochester Hills, MI office is run by Leonard Magro. Leonard has a Masters in Electrical and Computer Engineering from Oakland University and an MBA from Duke University's Fuqua School of Business.

###