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Please credit Alissa Rothstein Design Studio



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**ALISSA ROTHSTEIN DESIGN DESIGN STUDIO
HELPS CLIENTS REACH NEW CUSTOMERS
WITH EMAIL MARKETING**

Done Correctly, E-Mail Marketing Can Reap Great Rewards for Low Cost

WOODBIDGE, NJ – 12/07/2007 – According to a new study sponsored by Endai Worldwide, half of all consumers surveyed have made a purchase as a result of an e-mail solicitation, and 16% did so from messages found in their spam folders.

"E-mail marketing is one of the most effective tools for engaging and interacting with new and existing customers. It's a cost effective and profitable way to reach customers today in a mass communication model," states Alissa Rothstein, President and Principal Designer for Alissa Rothstein Design Studio.

Recognition of the company or brand name mentioned in the email and an interesting subject line were also mentioned as draws that helped to close the sale. Over 21% also indicated that the emails they open and buy from are about something they're "specifically interested in."

The best reason to use e-mail marketing is its return on the investment (ROI). Compared to direct mail there's no paper cost, no postage and no printing. It's also very timely. For instance, let's say the pollen count has been very high, a company that sells allergy medication can send out an e-mail noting this and remind people to make sure they have their medication on hand. You can't do that with direct mail because you can't time it.

There are plenty of other business promotion ideas that you can implement into your email marketing campaign, such as product launches, sales, holiday specials, member or subscriber only specials, coupons and discounts, charity events, party invitations, after-party or event photos and YouTube videos, contests and raffles. You can also cross promote your blog, your MySpace or Facebook page, or other offline marketing endeavors, such as postcard mailings or print advertisements.

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Founded in 2004, Alissa Rothstein Design Studio helps to effectively market people and businesses by offering complete communication services that include, but are not limited to the graphic design, web design, traditional marketing, email marketing, SEO/web marketing and Public Relations.

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