



*The Business Behind your Business
...because there's Revenue to Redeem!*



Benefits of the R2R eNewsletters and eMarketing Program

Simple – Spend less than an hour a month communicating with the R2R team and we will produce a powerful, interesting and informative eNewsletter for your company.

Impact – Make an impact with your customers with professionally written and designed eNewsletters and messages. By sending relevant, targeted, interesting and informative eNewsletters they'll be more likely to respond and more likely to act on your emails.

Connections – Connect with your customers and prospects without getting pulled away from the work you need to get done. The R2R team will remind you of deadlines and work with you to get your company information to your clients and prospects.

Effective – You can use our eNewsletter to send subscribers directly to your website or location. Links to order/estimate pages, special limited time offers and coupons are all time-tested, measurable ways to generate sales through our program.

Mix – Our team will infuse your eNewsletter with our quality articles and add the right mix of information about your company. This perfect blend of content ensures your subscribers keep coming back for more, will pull in new subscribers, drive traffic to your website and ultimately convert readers into patrons of your business.

Quick Results – Use our reports and stats to see instantly who is opening and reading your eNewsletter. See who opened, clicked and even forwarded your message and use this information to generate business and leads for your company.

Build Relationships – Effective personal communication requires trust, time and repeated contact. By communicating with your customer base on a regular basis you can show them that you're a real, live person with their concerns and interests in mind.

Support – The R2R team is here to support you. We monitor your campaigns to ensure effective communication with your customer base. We provide input about the types of messages you are sending, the frequency of the messages and can even suggest the best day and time to send your messages.

Coming Back – Keep your customers and prospects coming back to you by using our eye-catching, expertly designed eNewsletter and other eMarketing communications to stay in touch with them and build strong customer relationships.

Affordable – For one low monthly fee you have access to all this and more. On average, \$57.25 is generated for every \$1 spent on email marketing, outperforming all other types of direct marketing.

Proof – Here are just a few comments from our customers. Proof positive that our program works.

"Wanted you all to know, a past customer called in after receiving our email last week, our salesman sold him \$24,000 in additional windows and doors the next day!!"

"The eNewsletter is an excellent venue, enjoyed by almost every client, and many potential clients. The revenue(s) the newsletter generates in new and repeat business is phenomenal!"