

Email Marketing Solutions

Online

A new wave of advertising is making significant impact on the web-based marketing industry – Permission Based Marketing (PBM). The Hitcents team brings the technological and strategic mastery to allow you to wield it with efficiency and confidence.

PBM is a new form of advertising that allows you to reach your core audience where they are spending more and more time - at their computer.

A pertinent example of PBM is when a customer signs up with your company to receive newsletters, promotions or discounts via email because they have an interest in your products and services. These loyal customers are inviting you to communicate with them in their homes, offices or anywhere they receive email.

With PBM, you no longer have to worry whether or not your message is being received. Since your audience has given you permission to communicate with them, your email is not considered spam.

PBM is proving to be a cost-effective advertising alternative because it allows you to reach your customers faster and more efficiently.

On Location

On location, in any store or branch, customers who visit can sign up and become uniquely assigned to the store they most often travel to. Online Permission Based Marketing allows users to sign up and become a part of your company's "eClub" or "eGroup", etc. Bringing this solution to the customers on location is a key element in furthering the success of PBM. Customers sign up by filling out our preprinted cards, which are designed and supplied by Hitcents. This function allows management to email special coupons and events on a per store or per group (such as cities or regional groups) level. Stores will be given pre-labeled envelopes to mail the completed forms to our offices. Hitcents will handle all of the data entry and email support for the PBM. Your company's job is to set back and enjoy all of your loyal customers. Included in the on location package is a customized drop box and forms for customers to sign up, as well as email designs