

## Company:

Aspect Communication is a leading provider of Email Marketing, Social media strategies and SEO service empowering small businesses to create manage and analyze their marketing campaigns. The company has customers throughout the USA. Aspect Communication is based out of California. We have representatives throughout the USA to meet the needs and demands of customers locally.

## Services:

***Email Marketing:*** Aspect Communication combines all aspects of email marketing into a single & easy to use platform. Seamlessly create beautiful & engaging emails, send them to your segmented subscribers, and see what interactions & reactions occur in real time! Email marketing remains one of the best marketing options for positive returns on your investment.

Email marketing is all about building a relationship. A long term relationship with the people who matter most. People who love you or one of your products. But it takes effort and planning to do it well.

It's important that your email marketing fit in with your existing marketing plans. The result of this is a promotion schedule planned around your events, trade shows, product launches, promotions, and news.

Next we work on building your list. If you have email addresses currently, we formally ask their permission to receive your promotion and updates. This permission is critical to keeping you off spam blacklists and ensuring your emails get delivered. We then look at your collection methods for email addresses on your website.

Its not uncommon to increase the rate of email address collection by anywhere from 2 to 10 times. Over a year, that adds up to a lot of additional names. Then we look at how you collect email addresses in your business and any events you participate in. We leave no stone unturned so we look at trade show and client lists also. Done properly this step can increase your list dramatically.



# Aspect Communication

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The result of this step is an email collection plan which optimizes how you collect permission based email address.

Next we research and design a creative mail layout. Email layout has to perform some very specific tasks if it is to be read. Not just any design will do. Not only that, it must look like it came from your winery and a real person there. Its that personal touch that makes it effective.

Finally email creation has to be designed not to run afoul of the various filters and image blocking systems your customers may be using in Hotmail, AOL, Yahoo, Gmail, and MS Outlook. If, for example, image blocking is on, your reader cannot even see an image in your email. If you have nothing but images, they will see nothing. If they see nothing they will order nothing. So it's critical for the design to work even if the images cannot be seen. No easy task. In the old days of email marketing (a mere 18 months ago) it was normal to send a single email to everyone on your list - whether it was relevant to them or not. You may have a private event for your best customers. You may then only want to send to people in your city and not everyone in every state, or every country even. We do layout and test of email to ensure it is correct. We even send it to you for your final signoff before we send it to the whole list. Nothing is worse than the feeling of getting an email out the door only to find the link is broken. No orders come from that either. We'll then provide full statistics for you to review.

How many people opened your email, how many clicked to your store and how many people elected to unsubscribe from your list. If you do it wrong, people are one unsubscribe click away from not hearing from you again. According to the CANSPAM legislation passed in 2003 and enacted in January of 2004 you must honor any unsubscribe requests you receive. We do that for you automatically and can verify everyone was honored.

**Social Media Services:** Aspect Communication is forging forward with creative social media applications that are customized according to individual client needs. Working within the stringent guidelines of Facebook's privacy policies and design restrictions we have achieved impressive results for many client Fan Pages. Our services have introduced 1000's of new fans through creative viral marketing techniques that are fun and interactive.



Today, millions upon millions of people are all interconnected through social networking sites such as Facebook, Twitter, YouTube, LinkedIn, and MySpace. Companies must now try to wrap their heads around how to use this incredibly powerful new-age medium. They must connect with target markets and interact with both existing and prospective consumers in an unobtrusive way, yet achieve a set of goals that befits both company and consumer. We can actually say that this modern medium is so powerful that when used to its fullest potential, previously unimaginable feats can be achieved relatively quickly and easily.

The unlimited potential holds true for businesses of any size looking to promote themselves through Social Media Marketing (SMM). SMM is not something that happens on its own. The process takes some creativity, a full understanding of how social network websites work, a willingness to think outside of the box, and the desire to strategically promote your business via word-of-mouth.

Are you ready to take a look at building your social media strategy and promote your product or brand? If your answer is yes, please contact us for a free consultation. Aspect Communication's SMM experts will be happy to work with your team to engage the top social networks and achieve your goals.

***SEO Services:*** At Aspect Communication, we consistently improve positive ranking factors such as high quality content, web history, and strong links to help your business generate qualified leads through the organic search results. Factors like older websites, high content quality, and a good domain name can help us generate organic results for you quicker than a website with minimal Google history.



Unlike Pay Per Click, SEO takes time and ongoing strategy to achieve success. The process begins with setting the foundation for success in the major search engines. The set-up involves improving the front page content and the structure of the back-end coding of a website in order to be properly indexed. Once indexed, Advanced SEO will help a website climb to the top of the results pages on Google, Yahoo and Bing!

Are you ready to take a look at building your SEO strategy and promote your product or brand? If your answer is yes, please contact us for a free consultation. Aspect Communication's SEO experts will be happy to work with your team to achieve your goals.

**Contact Us:** We welcome your questions or comments about Aspect Communication and its services. If you don't know where to direct an inquiry, please shoot a email or call us. It's listed below—call or email your inquiry directly to us .

Contact us for more details about Aspect Communication & it services. Let us know how we can help you.

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