



# Who's responsible

for your  
e-marketing strategy?

web designer  
sales manager  
marketing person  
hosting company  
tech people  
ad agency  
internet provider  
office manager  
myself  
email company  
no one  
not sure

Maybe it's time for a  
new approach...

## E-marketing Doesn't Always Mean Email Marketing

If you're like most business professionals we meet, you may equate e-marketing to rented opt-in email lists or, worse, highly unqualified email blasts which, if used incorrectly, could irreparably damage your company's cherished good name, getting your firm blacklisted or summoned to court.

Who wants to deal with that?

Sales Technologies' idea of e-marketing goes beyond brute force email methodology, starting with a thorough analysis of how electronic media can be best integrated into your specific enterprise.

Perhaps you've already determined what you want accomplished and all you need is a single point of contact to implement and manage systems. Or maybe you're unsure of how to best utilize the wide array of e-marketing opportunities available...

Whatever your circumstance, whether modest or grandiose, from newly devised to works in progress, Sales Technologies' marketing consultants help navigate your company into profitable, efficient and well-suited electronic mediums.

## Key Electronic Marketing Services

### Type of Service

### How it's Used

E-Analysis	Find out how to best integrate e-marketing into your enterprise. Determine how existing systems/strategies can be improved
Campaign Development	Plan of action to accomplish objectives. Goes beyond the what and determines how.
E-Business Development	From using existing, inexpensive tools to implementing custom applications to support objectives – we'll help you avoid costly e-blips, ensuring the right systems are in place from day 1.
Campaign Management	Make Sales Technologies your single point of contact and gain peace of mind.
Data Development	This key e-business component will make or break your electronic marketing efforts. Maintain accuracy and maximum effectiveness through our triple verified data development system.
Targeted Placements	Save thousands. Avoid incidental traffic. We'll bring more interested parties to your company's door.
Search Engines	Finding the search engine game to be a lost cause? Sales Technologies still has a few tricks up our corporate sleeves to help you get more than useless incidental traffic
Email Delivery	Email marketing requires not only the right message, but the right type of delivery to the right prospects. We'll help you get it right, saving your firm up to 80% on marketing expenses.
Four Pillars™ system	The cornerstone of our industry leading e-marketing approach. Drives profitability and maximizes all relevant data – short and long term.
Sales Integration	As a sales based organization we appreciate the need to help you shorten close cycles and maximize sales efficiencies. We make it happen.
ECertified™ Access	Need sales pros to help you close business? Our ECertified™ sales professionals deliver.
Knowledge Reporting	Modify on the fly. Sales Technologies' knowledge reporting gives you usable tools, helping you fine tune your efforts to maximize profits.