



Rich Enterprises, Inc.

Where our business is growing your business

June 12, 2007

Rich Enterprises, Inc. Newsletter

Providing sales tips, industry news,
and company updates

Dear Melissa,

Rich Enterprises, Inc. provides our small to mid sized clients with qualified leads and new sales appointments through our cold calling and telemarketing services. Our goal is to help our clients expand their business by locating new prospects and customers.

This newsletter is designed to keep our clients informed of new developments within our industry, new legal requirements, company and staff updates, and new marketing techniques that may enhance their sales. Should you have any questions, please do not hesitate to contact us any time.

Your website should be user friendly

By Tracy
Rumsey
(staff)



Part 2

In the last newsletter, we discussed the importance of an easy to use, informative website. Part two will provide additional tips:

1. The last website feature is perhaps the most important: **Site Navigation**. Make your site user- friendly. Once you get your visitors to your site, you want them to be able to locate the content they are seeking. The greatest complaint of website users is they cannot find what they are looking for in a website. You should add features that will assist visitors with the site and ensure return traffic.

1. **Left side menu**-Gives visitors a clear idea of the content listed in the site and where it is located.
2. **Tabs**-Allows easy navigation from one page to another.
3. **Search**-this will be for larger site that allow customers

- to get to their destination quickly within the site
4. **Sitemap**- Identifies all parts of the site to pinpoint exact areas of information.
 5. **Create consistent top and bottom menus**-provide a top navigation menu which is consistent in look and feel for all the pages in the website. This menu should contain links to each category such as the home page, contact us, etc. A footer can contain links to contact information, about us or privacy policy.
 6. **Other links** -Related links placed at the bottom or right side allows visitors to navigate to similar or related information directly. Provide clear and descriptive information about the related link so the user knows what to expect on that page.

Building your own website can be a cumbersome task. Here are a few tips to help:

1. Make use of the link text so that it is easy to understand.
2. Avoid using image graphics for navigation. Image navigation may be clear to the web designer, but may be confusing to users. Use plain text or images with text descriptions.
3. Avoid using complex image rollover navigations. They add to the file size of web pages and take longer to load.
4. Place main navigation within the top 500 pixels of the website so that the user does not have to scroll.

Give your website an attractive look and feel. Visitors are likely to return to a site that looks professionally done and is user-friendly. The bottom line is always business and success. The purpose of a business web site is to provide potential clients online access to your business as well as making your business the best company out there.

Using E-mail to Supplement your campaign

By Cloren
Royal (staff)

Rich Enterprises will help you establish an effective email text for marketing purposes for your customer base. Technology allows for email to be a primary source of communication and allows customers and clients together easily. The email marketing techniques are often key, especially when needing to communicate quickly with your customer base.

Rich Enterprises will develop an email that includes all key factors and objectives to present to customers, and with client approval and modifications, we can establish the most effective email text that will certainly aid in your marketing campaign. Rich Enterprises establishes the message specifically catered to your individual viewer to fill their needs and allows them to quickly determine if your services or products are something that they desire. We will understand exactly what they are asking from our client's services and provide how this service and product will benefit them directly.

Carefully thought out emails will reiterate the value for your product and service. Each customer has to see the value in what

they are purchasing. In our email text, the details and descriptions included provide value to your customer whereas; they can instantly see the benefits of the services and products. We can use this technique repetitiously in order to keep your company fresh on their minds and be a constant reminder; however, not over doing it.

The email techniques will get your name out there and make it easy for customers to remember who you are. Along with our telephone marketing, we often use the email as a tool to reiterate your selling point. It is important for customers to remember your company and can now place the conversation with the company name, details and descriptions. E-mails can also provide your website address where they can go for more information.

This information is a very useful tool that provides detailed company information right at their fingertips. The email text may also be shared within their organization or company. Some information may need to be viewed by more than one individual. We utilize specific text that can be universally viewed by those necessary within the company.

With our email text we can target the market and find those willing buyers. Also we can use the email to eliminate any barriers that may be hindering sales. Communication is critical in a business relationship. You can always keep the communication going with email.

We can learn individual customer's preferences and interests through constant email communication. This allows us to understand their specific needs. Email marketing can turn first time viewers into customers and also it can turn first time customers into loyal ones and also into referrals.

New to our Rich Worldwide newsletter!!!

By Melissa
Rich
(President)



Question and Answer section

This question and answer section is designed to provide brief answers to frequently asked questions relating to B2B Telemarketing and marketing questions in general. Please email your questions to melissa@richworldwide.com and we will answer your questions in upcoming newsletters.

This weeks question:

We have a service that might be of interest to your clients. Could we include an advertisement in your newsletter?

Answer:

Our subscriber have agreed to receive the newsletter from us, but our company policy does not allow us to include an advertisements in the newsletter. Furthermore, we do not rent or lease our newsletter mailing list, so that we can respect the privacy of our subscribers.

Submit your questions for Melissa to answer and then look for her response in upcoming issues.

Suggest a topic

Send us your ideas for the newsletter!!

Is there a particular issue or or topic you would like discussed in our newsletter? Please send us your questions and we will gladly answer them in the upcoming newsletters. Send to:

melissa@richworldwide.com

About Our Company

**Need a quote?
Have Questions?**

Rich Enterprises, Inc. was founded in 1999 on the premise that businesses must not only maintain, but must always seek

new revenues and opportunities in order to succeed.

We certainly look forward to answering your questions and meeting your outsourcing needs. We are proud to be an active member of our local Chamber of Commerce and professional business associations.

In August of 2004, Rich Enterprises, Inc. was certified as a Women Owned Business Enterprise with the State of Kansas Department of Commerce.

Our primary website for cold calling services can be viewed at www.richworldwide.com. In 2004, Rich Enterprises, Inc. also established www.richcrm.com to handle customer service calls or warm calls.

Our sales team is anxious to provide information about products, pricing, and answer your questions. Rich Enterprises, Inc. is responsible for a wide range of sales outsourcing services and looks forward to creating a sales solution and program that best suits your needs.

Please feel free to contact us via any of the following methods:

[Learn More](#)

Contact Information

email:

customersupport@richworldwide.com

phone: (888) 443-5247

website: <http://richworldwide.com>

Join our mailing list!

*****10% Cost
Reduction
Special*****

Plan ahead and save 10% on a four week trial for all new campaigns that start in July! (new clients only). Please contact us today, so we can start the planning phase!

Offer Expires: June 29, 2007

FORWARD EMAIL- If you would like to share the content of the newsletter with a colleague, please feel free to forward our newsletter

[Redacted]

This email was sent to melissa@richworldwide.com, by support@richworldwide.com
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



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