



EBM Direct Marketing Services LLC
on and off the net-marketing you can count on™

www.ebmdirectmarketing.com
Click on "Marketing Solutions" then "CRM"

Stay in Touch With Your Prospects and Customers For Less Money and Greater Results



SmartTracksSM is an on-line marketing automation solution that helps you stay in touch with your contacts and leverage every communication dollar for greater results at a lower cost. It's relationship marketing made easy.

What are the benefits of SmartTracks?

With SmartTracks, you can:

- 📧 Dramatically improve your sales and marketing results.
- 📧 Keep in touch with current and future buyers at half the cost of traditional direct marketing.
- 📧 Send personalized email and direct mail communications.
- 📧 Double, even triple your response rates using personalization techniques.

How does SmartTracks work?

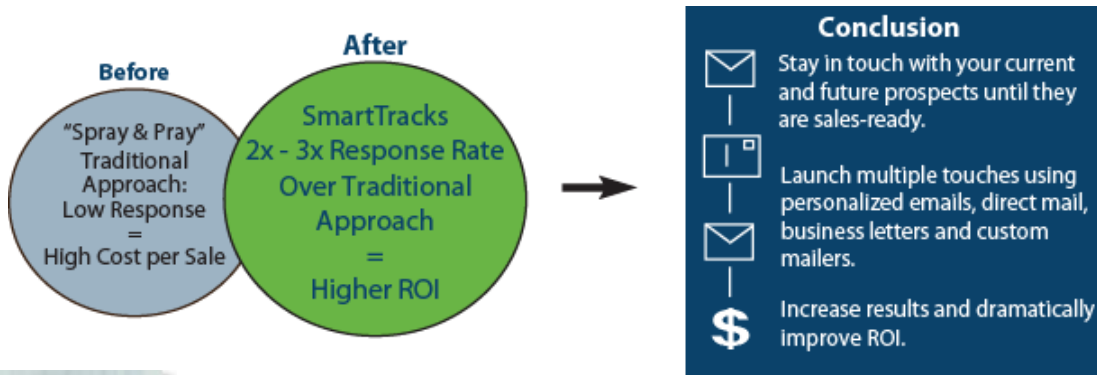
SmartTracks delivers a series personalized communications - like emails, postcards, business letters or custom mailers - automatically in three easy steps:

- 📧 Capture prospects via a web form or upload a targeted list into the database.
- 📧 Create a series of "touches" using personalized email and direct mail to stay in touch with these prospects over time.
- 📧 Schedule the dates for the touches. The system does the rest for you - including printing, postage and mailing!

SmartTracks' reporting system allows you to track response rates and success rates over time.

What are the projected response rates with SmartTracks?

SmartTracks out performs traditional marketing. You can double, even triple your response rates.



How can I get started with SmartTracks?

Contact EBM Direct Marketing Services LLC at sales@ebmdirectmarketing.com or call 516 874-7839. We will provide you with details about the SmartTracks relationship marketing system and how this marketing approach will help your company increase revenue by staying in touch with your current and future buyers.