

## **WebDot Direct Partners with Constant Contact to Provide Clients with Leading Email Marketing Tools**

*By WebDot Direct*

*Dated: Jun 27, 2007*

*Expanded offerings enables Web Marketing and Direct Marketing Solution Provider to equip clients with effective and affordable Email Marketing tools to help build customer loyalty and grow their business*

Ft. Lauderdale, FL - June 27, 2007 -- WebDot Direct (<http://www.webdotdirect.com>) today announced a partnership with Constant Contact<sup>®</sup> (<http://www.constantcontact.com>), the leading email marketing service for small businesses, associations, and nonprofits. The partnership will enable WebDot Direct to provide clients, who rely on building customer loyalty and communicating with their customer database, with an easy-to-use email marketing tool for creating and sending professional email newsletters, announcements, promotions, and more.

WebDot Direct provides Web Marketing and Direct Marketing services and solutions to help businesses become more successful and more profitable. Email marketing is an important part of its clients' sales and marketing plans, and by working with Constant Contact, WebDot Direct is able to provide email marketing consulting, strategy, branding, creative design, content development, and results analysis. Maintaining customer contact by telephone or with traditional direct mail is costly and time consuming. In contrast, email marketing is immediate, easy, measurable, and costs fractions of a penny per email.

"Our customers are continually looking for cost-effective ways to market themselves and their businesses, and partnering with Constant Contact helps us deliver that capability as a valuable addition to our core service offerings," said Randy Lamming, (President, WebDot Direct). "Constant Contact's ease-of-use, affordability, and professional look made it an easy choice for partnership."

WebDot Direct uses Constant Contact as a cost-effective vehicle towards providing a complete email marketing solution customized to meet its clients' specific needs.

### About WebDot Direct

The principals of WebDot Direct have been providing Direct Marketing and Database Marketing solutions to large and small businesses across North America for 20 years. Their leading edge techniques and solutions in the areas of Web Marketing and Direct Marketing are designed to help businesses reach new levels of profit performance and business growth.

### About Constant Contact

Launched in 1998 and headquartered in Waltham, Mass., Constant Contact is the leading email marketing service for small businesses, associations, and nonprofits. With more than 80,000 customers today, Constant Contact helps small businesses and organizations succeed in building lasting customer relationships through professional email communications. To learn more, please visit [www.constantcontact.com](http://www.constantcontact.com) or call (781) 472-8100.

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Category	Advertising, Web Services, Email Marketing Service
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