

# inboxFX Marketing News, Insights, Tips & Tricks

November 2009

*Emailed to inboxFX clients and people who have expressed an interest in custom email stationery.*  
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## Making a Great Impression...One Email at a Time!

Hello John,

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### 1. Welcome To Our New Clients

Thank you to the following businesses (among others) for choosing inboxFX.

Luis Ayala & Andre Zubko - [One Percent Realty](#) - Squamish, BC Realtors  
[Fine Redesign Home Staging & Decor](#) - Katie Matthewman - Vancouver, BC Home staging  
[Paul Rickman](#) - REMAX Masters Realty - Vancouver, BC Realtor  
[The Staging Goddess](#) - Dawn Rockhill - Vancouver, BC Home staging  
[Mortgage Capital Group](#) - Eric Schroeder - Crystal Lake, IL Mortgage broker  
[Vacation Carefree](#) - Karl Schlehofer - Vacation rental in Carefree Arizona  
[Mortgage Capital Group](#) - Jennifer Grzybek - Crystal Lake, IL Mortgage broker  
[Women Into Healing](#) - Norma Jean Neufeld - Treatment and support services for women recovering from drug and alcohol addiction.  
Paul Spere - [Selling Solutions](#) - Rancho Cucamonga, CA Realtor  
Jennie Spere - [Mortgage Solutions](#) - Rancho Cucamonga, CA Mortgage Broker (website client too)  
[Keen Realty Group](#) - Bobby R. Keen - Winter Springs Florida Realtor  
[Kelly Leech](#) - REMAX First - Calgary, AB Realtor  
[Gary Martin](#) - Sotheby's Sudler - Chicago Realtor  
Ring Finders - Chris Turner - Treasure hunter and ring finding service (website under construction)  
[Ron Hamer-Jackson](#) - Prudential Sussex Realty - North Vancouver, BC Realtor  
[Jodi Douglas](#) - REMAX - Duncan, BC Realtor (website client too)  
[Christina Ashby](#) - Dexter Realty - Vancouver, BC Realtor

## 2. Decorate Your Email Stationery for the Holiday Season

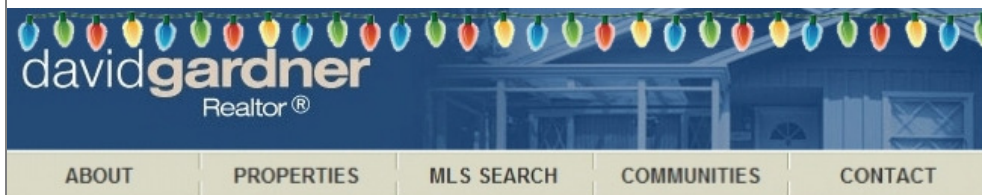
Celebrate the season by adding a seasonal touch to your email stationery!

Add decorations to your banner for only \$ 25.00, or choose a seasonal banner that you can customize with anything you want for \$ 35.00. This simple gesture will have a positive impact on anyone who receives your email. Best of all we will do the design, upload the new banner and replace it with your existing one in January and you get all of the credit.

For more information and additional options click on the Christmas Stationery tab on the left. You can view the customizable banners by [clicking here](#) and see the wide number of decorating choices and sample banners by [clicking here](#).

This is even easier than putting up Christmas lights or sending greeting cards because all it takes is a few minutes of your time to review the options and we will do the rest. Or just call 800-568-8338 and turn us loose on decorating. The results will be fantastic!

Here are a few live samples.



### 3. Personalized Memo Pads for Your Favorite Clients

It is that time of year and you are wracking your brain for a simple item of value you can send to your clients (and prospects) that will make you stand out in their minds without going over the top cost-wise. Well here it is. A 4 color pad with their name on every page.

I featured this idea last year and was reminded of it the other day when I was in a client's office and she was jotting down her to-do list on her personalized memo pad I sent her last Christmas. Actually she was down to her last 5 pages so I better get them into production.

I am a big believer that too much emphasis is put on the sender and not enough on the recipient. When you send something to your client that is all about you, how much time do you think people spend reading it? What if you could send something to your clients that showed that you value their business and ensures that your name and phone number stay at the top of their mind.

The images below are samples, but keep in mind there is no limit to what yours can look like. These have my name on the top as they were designed for clients and I always get a sample.



### 4. Great Christmas Promotion Idea

If you are looking for a way to "Spread Cheer & Build Your Brand" at the same time then customized, candy, cookie or donut boxes are the answer. Give yourself or your sales reps a reason to get out this season and visit your customers and referral sources.



While the packaging is food-safe and designed for candy, cookies and donuts use your imagination and think of what you can put inside. You might want to use the boxes as wrapping for a promotional item.

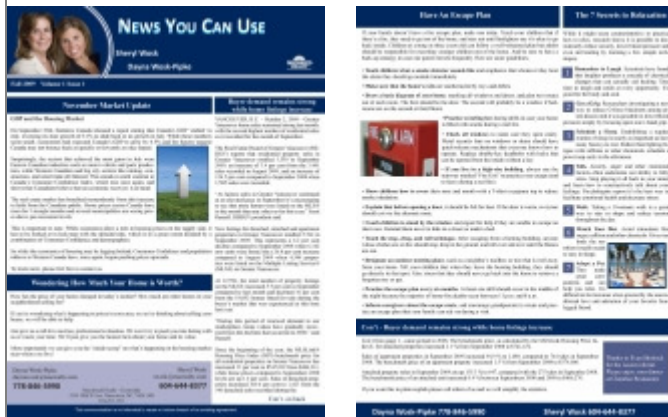
There are 3 sizes; Candy, Cookie and Donut and the price for 50 is \$1,79, \$2.09 and \$3.39 respectively. (Plus a \$ 19.99 set-up charge) [Click here for more information.](#)

## 5. New Monthly Newsletter Service

I have been creating monthly newsletters for clients for years, but never offered a monthly service. I would like to announce that I can now provide a 2 page or 4 page newsletter complete with your branding and space to add your personal message such as a market update, recognition of referrals or new products and services. I have access to copyrighted articles that I can use in my newsletters so you can be assured of well-written and legal content.

I can either print and courier the finished product to you or email you a pdf that you can send to your local printer or Staples type store. Prices start at \$ 2.70 for 200 2-page color newsletters and \$ 3.65 for 100 4-page color newsletters.

Here is a sample of a recent newsletter I created for a client.



Call me at 800-568-8338 to request samples or send an email to [marketingguy@shaw.ca](mailto:marketingguy@shaw.ca).

## 6. New Blogs and Websites

Our website business has taken off in the past couple months thanks to a new template we can offer through our provider Ubertor. The big attraction is the first 4 months cost only \$ 1.00 and for a business the monthly fee from month 5 on is only \$ 9.99. Realtor websites in month 5 are \$ 37.00, \$ 57.00 or \$ 77.00 per month depending on the number of listings required.

You can visit [www.mikeblaney.com](http://www.mikeblaney.com) to see some of the many bells and whistles this template has to offer, but it might be more beneficial to see some of our recent clients. The following websites are in the initial stages of development with on-going additions.

[Vince Russo](#) - Los Angeles Realtor

[Miccaro Designs](#) - Vancouver Interior Designer

[Karl Schlehofer](#) - Chicago Realtor

[Streetcards](#) - Vancouver Advertising company

[Simon Fraser Condos](#) - Robert Crowe Vancouver Realtor

[1891 Marine Drive](#) - Condo sales website

[Paul Hazzard](#) - Victoria Realtor

We have a couple of dozen more if you are interested.

## 7. Cool Web Sites

I have been too busy to surf the internet as much as I would like, but a couple of websites and services have caught my eye.

[Wufoo](#) - An html forms builder that helps you create contact forms, online surveys, and invitations so you can collect the data, registrations and online payments you need without writing a single line of code. We can implement this for you on your website if your eyes are glazing over.

[Freshbooks](#) - An incredible online invoicing system that I use. Even if you can't use it let your self-employed friends know about it and they will thank you forever. They can register at <https://marketingguy.freshbooks.com/signup/> which is my affiliate login page. I can track time on my iPhone and even send invoices from it too.

[Swirl Solutions](#) - A Blackberry training company that trains over the internet through webinars or on site.

## 8. NEW Venture - Streetcards - The Postcard Advertising Company

I recently acquired a Vancouver-based venture called [Streetcards](#) which is essentially network of Postcard Display Racks. Our racks are located throughout the city of Vancouver where target markets relax, socialize and network.

We have a network of more than 50 racks in three different styles in coffee shops, theatres, galleries and restaurants where mobile, entertainment seeking people hang out.

The idea is that your marketing message is put into the hands of your consumers where they can take your Postcard home and refer back to it later. This means that you'll be marketing in THEIR environment 24/7 and not in the recycling bag, where most direct mail ends up.



If you are in Vancouver or the surrounding area and would like to advertise in our system please contact me and if you are in another city and think this might be a good business opportunity we are looking at franchising the concept and would like to work with a couple of people as pioneers.

By the way we just launched the new website and it uses the Ubertor template referred to above.

"Create Lasting Impressions, with Streetcards."

## 9. NEW - Embossed Business Cards

In addition to printing business cards on a thicker stock card with a silk finish that people always comment on we can now offer embossing. That means you can specify any part of your business card to be in a raised finish that makes your card stand out. We can also die-cut almost any shape for \$ 50.00 more. From now until the end of December we are offering 1,000 cards (or more) with 4 colors on each side and embossing for only \$ 195.00 plus set-up depending on the complexity. Please call or email me at [marketingguy@shaw.ca](mailto:marketingguy@shaw.ca). I guarantee they will get noticed.

