

'Tis the Season to Be Grateful: Campaigner's(R) Top 5 Triggers for "Thank You" Emails

Leading Email Marketing Service Offers Simple but Powerful Email Campaign Ideas to Build Loyalty With Customers

LOS ANGELES, CA -- (MARKET WIRE) -- 11/16/11 -- It's the time of the year when businesses need to say "thank you!" to their customers during the holiday season. Campaigner®, an email marketing service that empowers companies to better attract and retain business through creative email marketing campaigns, and brand of j2 Global™ Communications, Inc. (NASDAQ: JCOM), is sharing five ways for small businesses to show gratitude to customers using event-driven email campaigns. An easy-to-use Campaigner template can be set up for various customer "thank you" outreach opportunities and can be configured to automatically send at various trigger points of customer engagement.

"A timely thank you can have a tremendous impact on building a customer relationship," said Mike Pugh, vice president marketing, j2 Global. "Creating a sequence of messages to show appreciation lets the customer know that a business truly values that relationship, regardless of whether a purchase was made. When a customer feels appreciated they are more likely to return, more likely to purchase, and more likely to recommend."

Each of the following five trigger points can be a separate opportunity for small businesses to send a touch point email campaign to customers:

Trigger #1: Sign up -- Thank new subscribers to your list by using an email template that includes information about when customers will be contacted via email (new products, sale opportunities, discounts, etc.) and how often (monthly, bi-monthly, yearly.) Also include instructions for adding your company's email address to an email address book or safe list to ensure delivery of emails.

Trigger #2: Click-throughs -- Campaigner allows businesses to include clickable "calls to action" that take email readers to specific pages on a company website. Track page visits in order to determine which campaigns and offers customers find most interesting. Customer profiles can also be updated regularly to track interests and follow-up emails can be automatically sent regarding related products, new inventory or even new website content when updated.

Trigger #3: Purchases -- Develop a short thank-you template for sales. Ask customers if everything was delivered correctly and completed to their satisfaction. This is also a good time to ask for additional customer information to help segment lists. Segments allow specific sub-groups of contacts to be defined based on demographic or other information.

Trigger #4: Comments -- When a customer shares a review on your website, Facebook page or other social media site, use a template email to show appreciation for their point of view. Ratings and reviews are a form of social media content that attracts prospects and supports purchase research. Customers can even be invited to become part of your company's social media network.

Trigger #5: Abandoned Shopping Carts -- When a shopper leaves a retail store, a good sales clerk will say "thank you for visiting." Why not do the same with your website? Have an email template at the ready for follow up that says: "Thank you for visiting our site. If there is anything we can do to better serve you, please let us know."

About Campaigner®

[Campaigner](#) email marketing enables small, medium and large businesses to strengthen customer relationships and drive sales by connecting with their customers quickly, simply and affordably. Features include professional [email campaign](#) creation, multiple ways to grow and manage lists, integration with CRM and the utilization of campaign metrics and reports to increase results. Campaigner is a brand and registered trademark of j2 Global Communications, Inc. (NASDAQ: JCOM) or its affiliates. Learn more and visit Campaigner at www.campaigner.com.

About j2 Global Communications, Inc.

Founded in 1995, j2 Global Communications, Inc. provides outsourced, value-added messaging and communications services to individuals and businesses around the world. With offices in eight cities worldwide, j2 Global's network spans more than 4,600 cities in 49 countries on six continents. The Company's websites appear in numerous languages, including Dutch, French, German, Spanish, English and more. Payments are accepted in currencies that include the U.S. Dollar, British Pound,

Canadian Dollar, Japanese Yen, Euro, Hong Kong Dollar and more. j2 Global provides live sales and customer service support in multiple languages, including English, Spanish, Dutch, German, French, Cantonese and more. j2 Global markets its services principally under the brands [eFax®](#), [MyFax®](#), [eFax Corporate®](#), [Onebox®](#), [eVoice®](#), [Campaigner®](#), [Electric Mail®](#), and [KeptSafe™](#). As of December 31, 2010, j2 Global had achieved 15 consecutive fiscal years of revenue growth. For more information about j2 Global, please visit www.j2global.com.

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