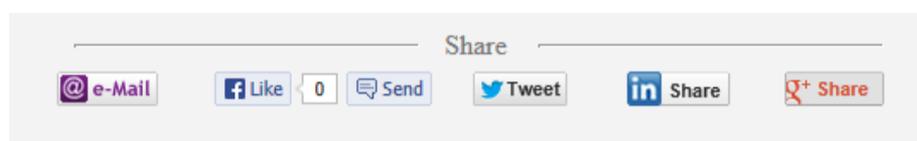




May 23, 2013

It's So Nice to Share! And Like! And Send! And Tweet! ...and count. You share, we'll count...

We hope you're excited about your products and offers – I know we are! When we send someone a message – like this newsletter, for example – or when they come to one of our landing pages, we're pretty sure they'll want to share it with their friends. It's what social marketing is all about. So we always try to include one of these things:



This is our sharing bar. It looks simple enough, but it has a lot of technology driving it and monitoring it. Don't do a landing page or email without it. If you share with this tool, you can check out the activity on your dashboard, with this cool little report:

Social Media		
	Source	Count
	LinkedIn	16
	Facebook	19
	Twitter	9
	GooglePlus	0
	Email Share	5
	Social Other	0
	Total:	49

From there, depending on the kind of share, you'll be able to drill down to see who shared and what the results were. Did they visit your page? Did they hit the "Tell Me More!" button? Who did they share with? (Yes, we are aware of the correct grammar "With whom did they share?" but we try not to put on airs.)

Of course, if your prospects share on a social site, you can choose the thumbnail and header that will accompany the post. And the links they include in the post will lead right back to your landing page – where we'll take note that they visited.

If your recipient shares by email, we even have the option to build a PURL for the new prospect on the fly, so when they come to your landing page it can be personalized for them. And, of course, you will know they came. Who knows, maybe they'll share it too! We are all set to let your marketing go viral!

Grab a GURL, get a Snaily, and get social at the Share Bar! With a diverse, intuitive set of tools, SnailWorks makes it easy (and profitable) to get social!

Click [here](#), or give us a call to get a live demo of all the SnailWorks features!

SnailWorks Mail Tracking Tracks its First Million Pieces...oops...We Mean Ten Mil...Whoa! Twenty Million Pieces! Let's just call it a lot of mail.....

Officially launched in April, SnailWorks Mail Tracking, our stand-alone mail tracking service, has already logged hundreds of mailings totaling tens of millions of pieces for more than 100 clients, and is growing every day. It looks like this mail tracking thing has legs, even if snails technically do not.

Favorite features of SnailWorks Mail Tracking?

- First scan reporting, so mailers have proof that a piece is in the custody of the Postal Service (a great due diligence tool);
- The ridiculously easy single-piece search feature for customer service users;
- The returned mail report - that allows mailers to know exactly what mail was returned without needing to open up all those piles of returns.

That's just the favorites! There are a lot more features you need to see. For a live demo email us at shertz@snailworks.com

Why a Landing Page? We love your home page, too, but...

This is a discussion we have a lot as new clients prepare their first multi-channel campaigns. They already have a beautiful home page that they spent a lot of time and money developing – why can't they just direct prospects to their home page? Why do they need a separate site just for this campaign?

Of course at SnailWorks we can direct your prospects anywhere you like. If you really, really want them to go to your home page, that's where we'll send them. We can even track them there for you with our Invisible Web Page™ working behind the scenes. We just believe that a landing page is the best place for your prospects to visit.

A landing page (sometimes called a micro-site) is a special web page designed specifically for an offer, product, or campaign. It can look almost exactly like your home page, using the same design elements, colors, and logos (although it doesn't need to.) The purpose of the landing page is to allow your prospect to take immediate action on the offer before them without distraction. If, for example, you are sending out a fundraising appeal, your landing page should be a donation page. Let them give money while the spirit still moves them – after they've done that they can learn more about all the wonderful things your organization does. Home pages tend to have a lot going on – your landing page should only be about your offer. Some of our favorite reasons for landing pages:

- They take your prospects right to the offer;
- They allow for easy pre-populating - making it easier to respond and to build response rate;
- We can track all kinds of activities while they are on your page;
- We can add cool features like the Share Bar to the landing page;
- Prospects can share your specific offer with fiends and associates.

Learn more about landing pages, and multi-channel by clicking [here](#). (It'll take you to *our* landing page)

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