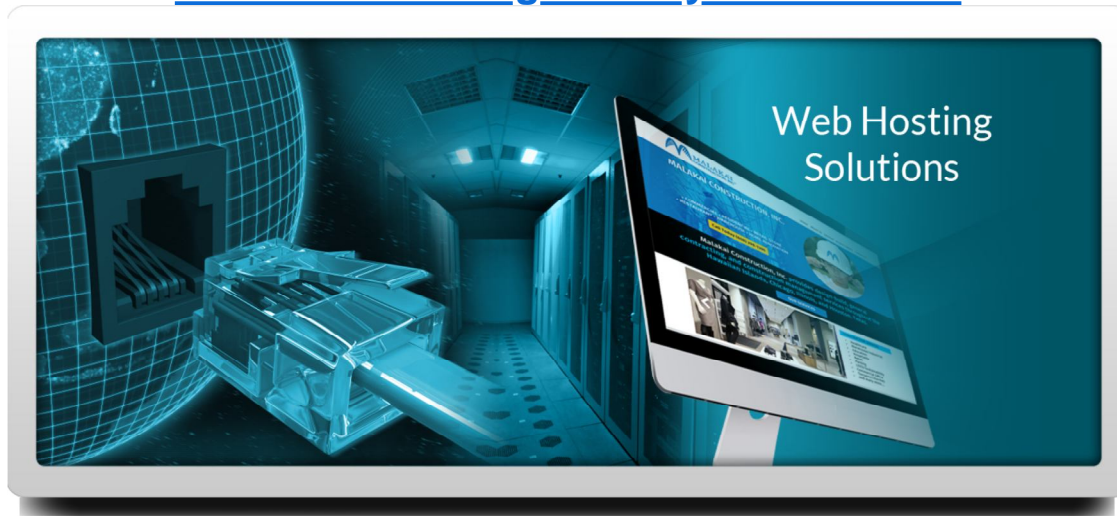


Subject: AmeriWeb Hosting October 2019 eNewsletter
From: AmeriWeb Hosting <newsletter@ameriwebhosting.com>
Date: 9/20/2019, 6:25 AM
To: robert@ameriwebhosting.com

[AmeriWeb Hosting Monthly e-Newsletter](#)



News and helpful information from your friends at AmeriWeb Hosting October 2019



Facebook Changes are Coming (Continued from last month)

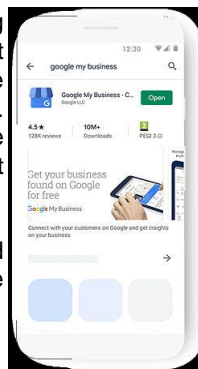
There are more changes to Facebook in the works. When setting up your business Facebook page (you have one, right? If not contact me), you have the option of setting up a chat module using your cell phone texts to respond immediately to inquiries. They chat via Facebook, you receive a text on your cell phone and can respond immediately. A connection with a new prospect is made.

Effective this November, the texting module will stop working, and you will need to download an app on your cell phone to continue chatting in real time with your visitors.

Not hard to do, here is the official announcement from Facebook:
https://support.google.com/business/answer/9344063?p=sms_migration&visit_id=637045705047504598-3056590774&rd=1

The announcement link above includes instructions for downloading the new app, which is available today.

If you do not have a business page that uses the chat module, please contact me



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and we can get you all set up.



HOW TO

Cleaning Text

Oftentimes, the text you want to add to your newsletter or a marketing piece you are creating comes from somewhere else, like Word or some other software, or maybe a website.

When you copy a text, you also copy the background which contains hidden codes. These codes define for example the typeface, size and color of the text, but other things as well. The underlying code that is copied with the text, can cause havoc and ruin your work when you insert it in your newsletter. It is designed for a completely different environment than your newsletter.

Here is an easy way I use to delete the underlying code before pasting the text in your letter: paste the text in a TXT file first.

Step-by-step instructions are given here below. It looks more complicated than it is. You will notice after a while that it really is very easy and convenient.

1. Copy the text you want to add to your website
2. Paste it in a blank TXT file (Notepad.txt)
3. Copy the text in the TXT file
4. Paste the text in your newsletter

To make the process even easier, use these excellent shortcuts.

Ctrl-A Select all

Ctrl-C Copy selected text

Ctrl-V Paste the text that was copied

If you combine the above instructions with these shortcuts, you will see that it takes no time at all to clean the data before pasting it in your letter.



MARKETING

Will Your Business Benefit from a Newsletter?

If you have an e-mail address today, you are probably already recipients of one or more newsletters. You are likely receiving my newsletter by email.

Newsletters are actually one of the most profitable marketing channels. Did you know that American studies have shown that e-mail distribution gives 40 times return on each dollar invested?

- **NEWSLETTER CREATION**

The most difficult part of sending out a newsletter is in putting it together every

month. I always recommend you start very small. First decide on what information you would like to share, keeping to one or two topics. You can expand later as you gain experience. Think about sending your initial newsletters in letter format. Set it up as if it was using your business letterhead, add a greeting and your message. Short is better than long, feel free to add links for more information.

- **EMAIL MANAGEMENT**

There are several ways to collect and manage your email list. I use PHPList, which installs as a module in our web site. For many customers, I recommend MailChimp or one of the other private services. Mailchimp is a good choice, and while they charge for some accounts, the first 2,000 email subscribers qualify for a free account. Nice!

- **FIND SUBSCRIBERS**

Remember to encourage all of your customers, contacts and prospects to subscribe. It costs the same to send 1,000 email newsletters out as it does to send out 1, so be sure to encourage any interested party to subscribe. Inserting a subscribe button is very easy to do on almost any web site.

Successful marketing gurus tell us it takes a minimum of 7 contacts before a prospect begins to think of you as a resource. Phone calls, visits, mailings, and yes, newsletters all count as a contact.

If you have any questions or would like to learn more about using newsletters in your business, please feel free to contact me.

ASK A TECH



ASK A TECH

Q: I accidentally deleted my entire web site. HELP!

A: AmeriWeb Hosting automatically creates and maintains multiple levels of backups on the websites we host. Just contact us and we can restore from the most recent version. This is a free service for our customers, just ask!

AmeriNews is published approximately 10 times a year by AmeriWeb Hosting for our customers, friends and those curious about our business. If you have a question for our ASK A TECH section, email it to support@ameriwebhosting.com

AmeriWeb Hosting

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AmeriWeb Hosting, Marketing, Web Designs, eCommerce.

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