



SME Business Online Strategies **the e-book**

by David Caruso

RRP - \$47.50 (incl gst)

***(e-book excerpt)* Dynamic Emails**

Dynamic Emails are the next generation of signature files.

A dynamic email is principally a 21st century letterhead, incorporating the basics of a signature file into a fully interactive letterhead for your business.

As a business owner before the online revolution, would you have allowed your staff to send out company quotes, mail outs, or even general correspondence on a plain piece of paper - or not on company letterhead?

I thought not.

In today's fast paced world - email and computer generated correspondence has replaced the old, print, mail and post scenario common from yesteryear. Thus it comes to a great surprise that a number of SME Business and their owners have not adapted their circumstances to suit the modern cyberspace world and continue to allow their staff to send out plain paper mail via email.

Dynamic emails let you and your staff

- send personalised and professional emails that are company standard and consistent
- have visually appealing messages that make your company stand out from your competitors
- incorporate interactive forms or clickable links to your website
- keep your brand, service or product top of mind with your clients
- enable your staff's dynamic emails to load automatically for ease of use and control of company branding

Consistency and standardisation is the key when you and your staff are communicating your message to the outside world.

[see more excerpts](#)

or

[BUY](#)
[the full e-book now](#)

All information contained herewith is copyright by davidcaruso.com.au. All rights reserved

contact David directly on david@davidcaruso.com.au
or visit our website davidcaruso.com.au