

NOTE: *This email was targeted toward sellers of gourmet food and fine wine.*

Suggested subject lines:

Tempt more customers with our recipe for success

Fuel your success with modern marketing strategies

Entice more customers with tantalizing marketing strategies

What's more important to you: taste or technology?

We're pretty sure you'd rather be indulging your passion for crafting great food and spirits than learning about the latest cutting-edge marketing strategies—but the reality is, both are essential to the success of your business. You can have the most delicious gourmet recipe or the finest Pinot Noir, but if only a few people know about it, you'll never enjoy the fruits of your passion.

Don't get us wrong—word-of-mouth advertising is still a great source of referrals. But in today's high-tech marketplace, more people are heading online to find out which food and spirits are worth trying. Establishing a strong web presence is no longer just the icing on the cake—it should be one of the main ingredients in your recipe for success.

At Informatix, we provide a range of services to help you:

- **Build an appetizing website.** Our expert designers will create a website that captures the essence of your product, connects with your target customers, and conveys the personality behind your business. We'll also take care of all technical aspects of getting your site up and running.
- **Maximize web traffic.** We'll leverage proven SEO and SEM strategies to maximize your site's presence on Yahoo, Google, and other top search engines, increasing your visibility and attracting more leads.
- **Stay ahead of the competition.** Through online surveys, competitor analysis, and other market research strategies, we'll help you anticipate what your customers want, find out what your competitors are offering, and strike a profitable balance between the two.
- **Leverage the power of email.** Email marketing is a cost-effective supplement to your website and search engine strategies, allowing you to target prospects with announcements of new products, promotions, and special offers.

- **Connect with customers in real time.** By incorporating a live chat mechanism on your website, you can answer customers' questions and build the foundation for a long, mutually rewarding relationship.

While taste and quality are paramount, an effective online marketing strategy is essential to pinpointing and catering to your customers' tastes. [Contact us](#) to learn more about how our services can help you boost revenue and have more time to spend doing what you love.