

Follow-Up Marketing

By Payment Automation Network, Inc.

IMAGINE never having to hand-select a card, lift a pen, or lick an envelope again!

We offer a technologically savvy system that can generate *thousands* of greeting cards and post cards to your clients, prospects, family and friends with the click of a mouse! We proudly offer our Follow-Up Marketing Program.

How Much Does It Cost?

We offer two types of accounts

Retail Account

- Account Setup Fee (Free)
- Cost per Post Card .49¢ + Postage
- Cost per Greeting Card .98¢ + Postage

Wholesale Account

- Account Setup Fee \$298.00
- Cost per Post Card .31¢ + Postage
- Cost per Greeting Card .62¢ + Postage

How much does it cost to buy store quality greeting cards from a retail store, write a message, stuff the envelope, put on proper postage and mail it?

How much would you save if you could do it with a couple clicks of a mouse?



Payment Automation Network
Call (800) 813-3740
www.PaymentAutomation.net

One way a business owner can ease cash flow burdens is to increase their overall revenues. Getting customers to return to you for your product or service is a great way to get extra revenue. The ability to make money hinges on your business's ability to serve more and more customers effectively at the lowest possible cost.

Anyone in the world of business would agree that the best kind of customer is a repeat customer, someone that comes back to buy goods and services time and time again. What many do not know is that repeat customers cost less for a business to maintain than acquiring new customers, and are therefore more profitable.

A business can increase their revenues by encouraging customers to come back over and over again for needed services. Common services for repeat customers might include follow up service, maintenance, upgrades, and the announcement of new products or services. What business owners need is a systematized way to follow-up with their customers to remind them when it is time for scheduled appointments, or alert them to services they may not know they need.

Unfortunately, most business owners are far too busy with the business of seeing customers and handling payment problems that they do not have the time to attend to critical, revenue-building activities. They are simply too swamped to put together a systematized follow-up program.

Send a personalized store quality greeting card (U.S. mail, NOT email)

in less than a minute without leaving your desk -- printed, stuffed, addressed stamped and mailed for about \$1.



A recent article regarding building trust in your customers cited a survey of 1000 consumers in which 25% of the respondents said they stopped using a company due to communication problems.

The Outsourcing Solution

Outsourcing your follow-up marketing process is often the best solution. Payment Automation Network, Inc. can help business owners implement a systematized program for following up with their customers. We can send customer letters, cards, and postcards to remind customers of appointments and to offer additional services they may not know about. There are many different packages of cards and letters to choose from; each program can be customized to the needs of individual businesses.

The net result of this kind of systematized follow up marketing is an inevitable increase in customer repeat business. Business owners will only be charged a small service fee for sending out the cards and letters and will quickly find that any money is recaptured at a profit when their business is built to new levels of revenue through this program.

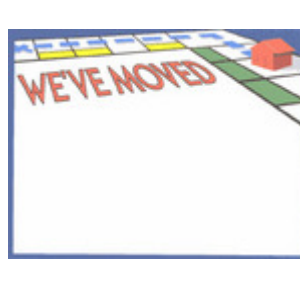
FOLLOW UP MARKETING PROGRAM - Call Toll Free 800-813-3740

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Sample Greeting Cards

Here are just a few examples of postcards offices can send out to customers using our system. You will have access to over 10,000 designs.



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