

Video On Marketing Automation Samples For Small Business Published

August 03, 2016

August 03, 2016 - PRESSADVANTAGE -

Eagle Eye Strategies, a Santa Monica, CA based company, has recently published a video on its website to show how a marketing automation strategy can be better for small businesses than simply depending on Groupon to get new customers. Company spokesperson George Kihara says: "In this video, I show how businesses are throwing away up to 95% of their profit when using something like Groupon. Discounts and deals are a great way to draw in new customers, but it has to make sense so that you can get an ROI when your customers buy from you over and over again."

The company explains that while it is beneficial to offer promotions as a means to draw in new customers, it rarely has a big turnover in terms of returning customers, as coupon users tend to move on to the next coupon rather than seeking superior service a second time around. Kihara adds: "In my experience most business owners don't collect details from their customers and they do not reach out to them again asking them to purchase something else that they are offering."

To help small business owners better understand the point that is being made throughout the video, Eagle Eye Strategies offers marketing automation samples, so that newcomers can see email automation in action. In the sample, customers can see how adding a growing email database can increase the flow of traffic to a small business by implementing alternative promotional tactics such as contests and draws over straight out online discounts. It provides step by step incentives to try email automation over companies like Groupon. Eagle Eye Strategies describes their service as follows: "Marketing automation is a software platform that helps you to automate your marketing in order to generate more leads, engage your audience & measure your marketing success."

For more information on Eagle Eye Strategies, their email marketing automation services, and their stance on promotional coupons, the company invites interested businesses and entrepreneurs to contact them directly. Potential new clients can also visit the Eagle Eye website for a full listing of services offered, and to see the new video for themselves.

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For more information about Eagle Eye Strategies, contact the company here: Eagle Eye Strategies George Kihara 323-475-7700 george@eagleeyestrategies.com 1451 26th Street Suite E Santa Monica, Ca 90404

Eagle Eye Strategies

We are an online marketing firm that works to help business get more visibility online.

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