

Direct Email

We Will Get Straight To The Point

Jeffrey Goldsmith, Marketing Consultant

<http://jeffreygoldsmith.com>



Visa Extras



Say yes to rewards from Visa Extras

Your new Visa card from [Bankname] is simply great. It automatically lets you start earning points and getting rewards from Visa Extras.

Just click yes and you'll get your first 1000 point bonus. Then you'll be well on your way to start earning even more points on everyday purchases.

It just takes 1 minute to fill out your information on the Visa Extras website.

Yes ▶

Getting rewards is easy

We want getting rewards to be away easy as using your Visa Extras card – so watch your email for many more ways to get bonus points.

Featured Reward Parnters



SAKS
FIFTH
AVENUE



Over
100
more

One action required.
Click Yes > if you want
rewards for spending.

The most effective promo emails are very quick to read and have one link.

Newsletters are another matter.

Tonight, make plans with your new phone.

Find restaurants, check movie times, get directions, all with your new Sprint PCS VisionSM Phone for just \$29.99 after \$150 instant savings.

[Get details.](#)



Offer requires in-store purchase and activation of two new lines of service on a Sprint PCS Service Plan with Vision with a two-year Sprint PCS Advantage Agreement.

▶ [See how your phone can help you have a good time.](#)



Sprint PCS. Now, that's better.SM

Msg: Have more fun. Buy this phone for \$29.

A forward thinking ad concept makes emails even more effective.

Long before the ubiquity of smart phones, I wrote this email at Modem Media in 2004.



the dealmaker

YOUR TRADE DOLLARS

Your balance: **T\$4689**
As of: 07/15/00

SPECIAL TRADE OFFER

EARN UP TO
T\$3000!
Tell business friends.

GET REWARDS

SEARCH FOR BUSINESSES

See a list of all Members within 100 miles of you.

Enter zip code



Find a product or service.

Enter keyword



No time to search?
[Create a BarterScout.](#)
BarterScout will email you when what you want is on the site.

CONTENTS

News: [Bartering for Perks](#), Features: [Sell more easily](#), Success Stories: [Cell Phones](#)

Dear **Amy Kahn**,

As an American Express Cardmember or Merchant, we welcome you to the first edition of the Dealmaker for members of BigVine – your first issue of news, features, successes, and timely deals! Summer is the time to barter for rewards for employees - or yourself. Browse the [Cruises and Vacation Packages](#) or [Hotels and Lodging](#) – all listed for sale by Members of BigVine who are growing their businesses with online barter. Make deals, sell more & save cash on BigVine!

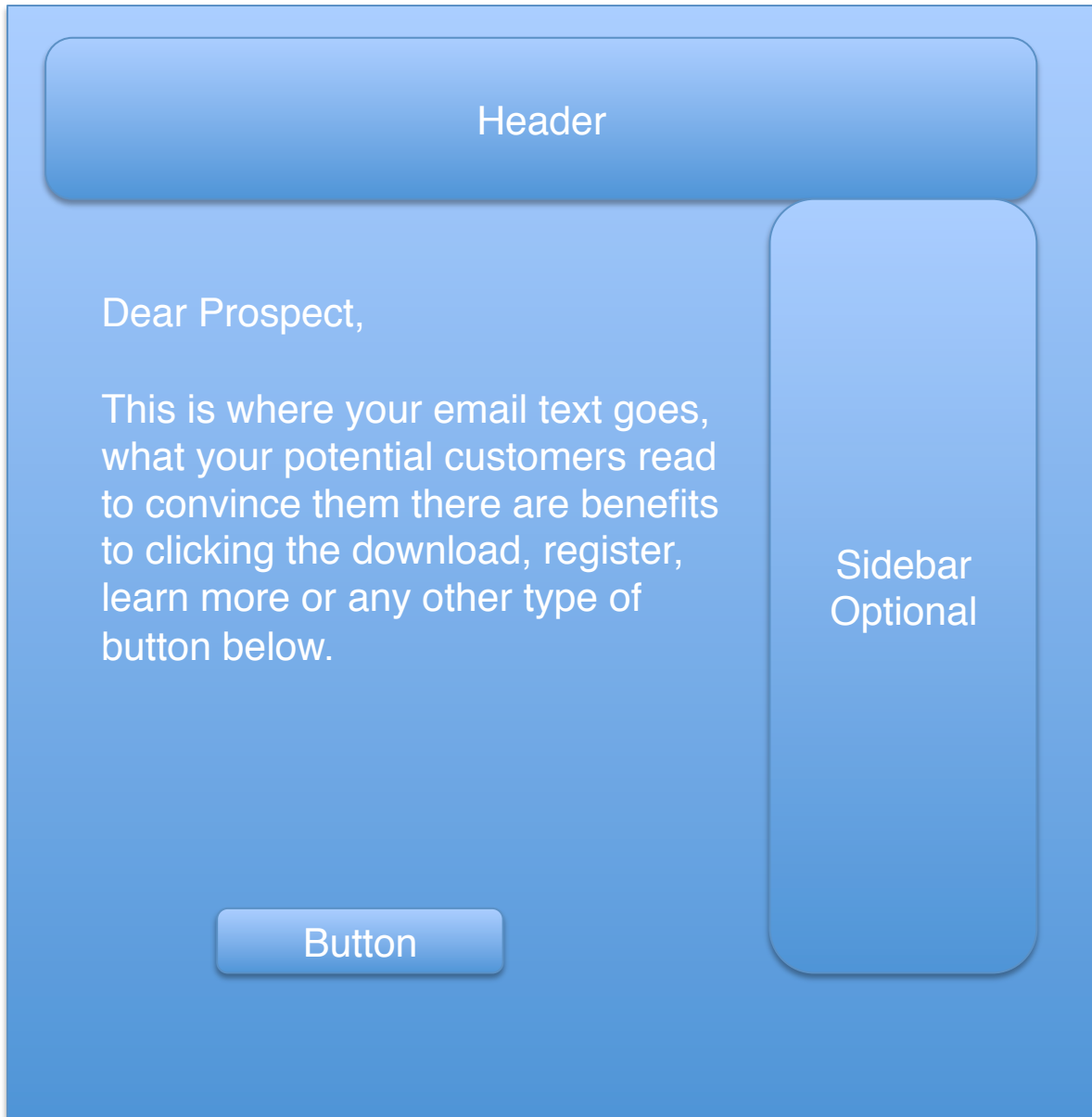
- **The Expert Answers: Barter means perks for employees – and yourself.**
Just as bartering offers you an alternative way to grow your business with a minimum of cash, so too does it allow you to reward worthy employees without depleting your precious cash reserves. Getting employees in on the fun will benefit you both. Not only does barter offers many different ways to reward employees, but by doing so you will create a happier, more committed workforce. It's a win-win that doesn't cost big bucks.
[Read more.](#)
- **List faster! And sell more easily.**
Now's a great time to list more of your products or services. We've streamlined Listing on BigVine to make bartering online faster and easier than ever.
[Sell now.](#)
- **Member Success Story: Getacellphone.com**
When Christine Hancock listed some wireless phones for barter at BigVine, she didn't expect much to happen. She'd never bartered online, and she didn't know whether people would be interested in bartering for her products and services. She sold her first phone within 48 hours.
[Read more.](#)

Teamed with
American Express



Newsletter or a promo? I wrote this in 1999 and had no idea.

Education does make promo emails more effective, but if you have limited resources and want results, the time you put into one newsletter would be better spent on four, straightforward promotional emails.



**This could be your
promo email template.**

A single link, an ad concept, a simple design will get results. Direct emails with more links have been shown to get lower click rates.

For more information,
please contact Jeff
Goldsmith at [http://
jeffreycastlesmith.com](http://jeffreycastlesmith.com)