

E-Centric

Development and Delivery
of Electronic Content

Tools and tactics for ongoing customer communications.



Marketers' customer communication strategies are important, but implementation is the key to success.

E-Centric tells them how to get the job done.

Today, marketers use **ezines, email newsletters, RSS, blogs, podcasts, Webinars** and other vehicles to communicate regularly with their customers. **E-Centric, Chief Marketer's** bi-weekly e-newsletter shows them how to use these tools effectively to retain customers and build customer relationships.

Edited by Ray Schultz, award-winning editor of sister publication DIRECT, **E-Centric** covers **editorial, delivery, targeting, technology, metrics** and **design** through case histories, best and worst practices, and tactical advice.

Partner with Chief Marketer's **E-Centric** to reach more than **36,000 marketing professionals**, (27,000 opt-ins): 78% of subscribers are Executives, Directors and Managers in Corporate Management, Marketing, Advertising and Sales². Soon to be opt-in only, E-Centric's opt-in rate has grown 106% since February 2006¹.

Sources: 1. Publisher's Own Data, 8/06; 2. Based on subscribers who provided title, Publisher's Own Data, 1/06.

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 linking URL
\$1,750/month

C
TOP BUTTON and SECOND BANNER
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