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PRESS RELEASE

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For Immediate Release

### **Free E-Guide to JanSan E-Newsletter Marketing**

Naperville, IL – December 5, 2012 – Got questions about how to create an e-Newsletter marketing program? Get them answered in this free “E-Guide to Using E-Newsletters in Your JanSan Marketing” that is available from JanSanOptimize.com (<http://www.JanSanOptimize.com>). This primer covers all the most frequent questions about e-Newsletter marketing and provides practical steps to setting up a viable e-Newsletter program.

In this downloadable e-Guide, you’ll learn about the advantages and disadvantages of e-Newsletter marketing, the effectiveness of e-Newsletter campaigns, differences in major e-marketing providers (Constant Contact, Vertical Response, etc), tips on building your email lists, ideas for creating content and articles, and how to integrate e-Newsletters into other marketing activities.

“In a survey we conducted with janitorial supply distributors, we found that just 20% were implementing some type of e-Newsletter program, but that 71% would use e-Newsletters if they knew where to begin and had the resources to do so,” states Ginny Petru, president of JanSanOptimize.com. “This e-Guide is a primer for those in the JanSan industry on how to start an e-Newsletter program, maximize its effectiveness, and keep it current.”

Download your free copy of the “E-Guide to Using E-Newsletter” today at

<http://www.JanSanOptimize.com>

JanSanOptimize.com, a division of Petru & Associates, Ltd., provides affordable, professional services to promote manufacturers, distributors and contractors in the janitorial and maintenance supply industry. Inbound and outbound marketing tactics include SEO websites, e-newsletters, SEO press releases, social media, graphic design, blogs, SEO mini-videos, and public relations activities. Petru & Associates, Ltd. has been providing public relations, advertising and marketing services to small- and mid-sized businesses for over 20 years, including several companies in the janitorial and maintenance supply industry.

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