

# News January 2012

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I normally like the end of the January. The weather is usually crisp and I have lost a few pounds after the Christmas excesses, but this year it's been a bit different. It seems every week there is a reason to go for a few drinks and an Indian meal and the diet gets delayed and delayed. Same is true of updates on the TCRM web site. Because we are (luckily) very busy working on websites for our customers we keep putting off updating our own site. So I have set myself a monthly task to look at our website page by page and sort out what needs some loving care. The result of this first pass is the contact us page. This exercise made me wonder if everyone else check their sites regularly as information gets outdated, addresses and phone numbers change, even your target market can change. If you had an advert in the paper I am sure you would check it before it goes for publication to make sure it's current. The same should be true of your website. It seems a good idea to set yourself a task (I use an outlook reminder) to make sure your web site is delivering. TCRM is here, ready to help as we always say, "your success is our success". The second bit of this month's rant/eulogy/thoughts/sermon is TeamTool. We have mentioned it before but there are many new customers since the last mention. As a customer of TCRM you currently have free access (terms apply) to the system that we use to create and deliver these emails. The system is used by several TCRM customers to send out their regular newsletters. The TeamTool system is easy to use and regular contact with your customers or indeed potential customers is an essential tool. If you want us to design a newsletter and send it out on your behalf, no problem and the rates are very reasonable. There are also automatic feeds from your website that can plug directly in to TeamTool to make managing your contacts/leads easy. Have a great month! We are offering a fabulous prize of a small pack of mint polos for anyone who can tell us what the picture has got to do with this newsletter, good luck.

