

Online People Search Company Sending Out the Right Message

Tracesmart embark on promotional email campaign

May 7, 2009 (FPRC) -- Tracesmart private customers will receive a new look newsletter from the online people search website this month, as a result of a revamped email marketing campaign. The online tracing facility has enjoyed continued growth since the website launched in 2004, with approximately 10,000 trace and address search requests performed every day.

The company has helped to reunite thousands of families and friends, many of whom may not have had contact for several decades; a large proportion are found instantly through a simple electoral roll search. Tracesmart has simplified the tracing process, taking the hassle away from family researching, which can quite often be daunting for new users.

"The customer service team here at Tracesmart assist visitors with different enquires ranging from an in-depth trace to a straightforward postcode search," Sarah Lawrence, Tracesmart's Customer Service Manager explained. "We hope this new look newsletter will stimulate many customers who may have abandoned their people search, to come back and try again, after all, our database is updated every day."

The new look email, which will be distributed to all subscribers, includes news stories and tracing tips to help individuals conduct a successful people search. The ever changing facets of marketing practices have seen a shift in the way companies communicate with their customers. Tracesmart has implemented many of the industry standards with the aim of attracting new visitors and increasing the popularity of family tracing.

Tracesmart historically corresponded with customers both through the post and via email, but are reducing the use of surface mail wherever possible. The people search specialists are eager to meet green guidelines and reduce their carbon footprint in line with government targets. "Tracesmart are working closely with 'E-shot', an email marketing company, ensuring correct procedures are implemented and employed," commented Owen Roberts, Tracesmart's Communications Manager. "They have over ten years e-marketing experience, and we are confident that Tracesmart will benefit enormously from this new campaign."

About Tracesmart Sarah Lawrence boasts over 17 years experience in the field of customer services and satisfaction. In her role at Tracesmart Consumer she ensures the smooth day to day running of the customer services team.

Owen Roberts has worked in the creative, advertising and communications industries for over 25 years and is the voice of Tracesmart. Heading up the communications team, he raises public awareness of the company through various media driven PR campaigns.

Tracesmart Ltd - Since the launch of its website in 2004, Tracesmart Ltd has established itself as one of the UK's leading providers of online people tracing tools. www.tracesmart.co.uk combines state of the art search technology with an extensive collection of consumer data, providing one of the most powerful and successful systems to trace people.

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