

A High-Tech Way To Stay In Touch

(NAPSA)—Technology is making a big difference for small businesses that want to stay in touch with customers. A growing number of companies use the Internet to enhance communication, strengthen existing relationships and provide a personal touch.



Businesses find customized eCards can be an easy and affordable way to stay in touch with customers and associates.

One example, electronic greeting cards—eCards—can be used to inform customers of new services, thank them for their patronage or simply stay in touch.

With the average cost of a paper card at a few dollars and high-end cards running even more, this type of personalized contact previously was not practical for small companies due to money and time constraints. eCards, however, can be suitable for a variety of popular holidays and personal events, including birthdays and anniversaries.

As an additional timesaving benefit, Plaxo eCards integrate with a company's "smart" address book, so multiple versions of the same card can be sent to a number of people in minutes.

Learn more at www.plaxo.com.