

# Safiria E-Newsletter

Email Marketing | Newsletter Management | Websites

Volume 1, Issue 1

March - April, 2007

## In This Issue

[Intro to Internet Marketing](#)

[What's Internet Marketing](#)

[Why Internet Marketing?](#)

[Prelim to the Next Issue](#)

## Quick Links

[More About Us](#)

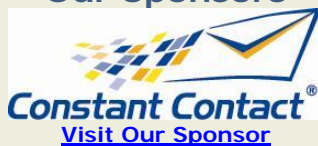
[Our services](#)

## Announcement

**Safiria** has entered a Business Partnership with Constant Contact - the Global leader in Email Marketing - to pioneer Professional Email Marketing support in East Africa.

This implies that expert advice and technical support for your Email Marketing is now much closer to your company than ever before.

## Our Sponsors



## Contacts

**John Kimani**

**Managing Director**

T: 254-20-3871379

M: 254-734-532944

F: 254-20-2048927

E: [j.kimani@safiria.com](mailto:j.kimani@safiria.com)

Dear Reader,

Welcome to the first issue of an exciting series of **Safiria E-Newsletters**.

The *Safiria E-Newsletters* aim at providing easily digestible information on how you can effectively undertake internet marketing. The E-Newsletters are brought to you by **Safiria**, a Nairobi-based company specializing in internet marketing support to the East African tourism industry.

**Internet marketing** is a broad term but it simply refers to smart email marketing techniques, using newsletters to market your business and having an effective website that turns visitors into customers. **Safiria** assists its customers achieve all the three at very attractive rates.

We wish you a happy reading and we encourage you to share the E-Newsletters with your colleagues (a nice link is given at the bottom to assist with this). We also invite you to send us your expectations (i.e. wish list) and any questions or comments on this E-Newsletter to: [newsletter@safiria.com](mailto:newsletter@safiria.com)

## Introduction to Internet Marketing

As our first E-Newsletter, it is only fair that we introduce the concept of Internet Marketing. Therefore, this section will address two crucial questions, namely: What is internet marketing? And, more importantly, Why internet marketing?

## What is Internet Marketing?

Perhaps internet marketing is best understood by contrasting it to tele/fax-marketing and postal marketing - what were the most commonly used marketing methods in the tourism industry until a decade ago. These traditional marketing methods are costly, time consuming, cumbersome and, in many cases, ineffective.

Conversely, **Internet Marketing** is affordable, time & money saving and - with some support - really easy to use and very effective. Internet marketing comprises of three key components, namely:

- Smart email marketing techniques
- Use of newsletters to market your business

- Effective website that turns visitors into customers

Each of these issues will be addressed in detail in forthcoming E-Newsletters.

## Why Internet Marketing?

The world over, the internet has become a primary source of information for decision-making. Business travellers and holiday makers alike regard the internet as a vital resource that, not only enables them decide where to stay and how to get there, it also allows making online bookings and even payments.

The use of the internet by the travel industry has grown dramatically. For example, online travel consisting of internet-based bookings and payments for hotels, air tickets, car hire, cruises and tours/excursions has grown four-fold since the year 2000. According to PhoCus Wright Inc. - a leading International Travel Industry Analyst - online travel was valued at US\$ 13.5 billion in the year 2000 and was estimated to have reached US\$ 65.4 billion by the end of 2005. This growth has turned online travel into the most popular internet consumer purchase.

Unfortunately, only a tiny fraction of the aforementioned revenue is attributed to direct online sales accrued to business entities in East Africa. The East African Tourism industry is, therefore, missing out on a very lucrative opportunity. The main reason is simply the fact the industry has not effectively embraced the three key components of internet marketing, namely: Email marketing, Newsletter Marketing and effective websites. However, there lies an opportunity to change the trend.

If you require more information or clarifications on internet marketing, please click [here](#) to visit our website or write to: [info@safiria.com](mailto:info@safiria.com)

## Prelim to the Next Issue

In this issue of the *Safiria E-Newsletter*, we have provided a brief overview of internet marketing and its potential value. In subsequent issues, we will further explore each of the vital components of internet marketing in a more in-depth fashion. The next issue will cover the topic on *Smart Email Marketing Techniques*.