

eCircle to provide digital support to Business Link London

London, 5th October 2007. Business Link London has appointed digital direct marketing agency, eCircle to increase the effectiveness of their e-communications to its 65,000 email newsletter subscribers members and raise awareness with prospective businesses in London.

The government-funded service provides support to small and medium sized businesses across the capital and through eCircle's broadcasting technology, will deliver targeted information on a range of business topics and issues affecting London's SMEs. This will be based upon a continual programme of data analysis that will focus on better targeting. Constant profiling, cleansing and segmentation of Business Link London's data will ensure that relevant advice is delivered to appropriate businesses.

eCircle will also distribute Business Link London's monthly newsletter and e-mail marketing campaigns via eC-messenger, their flagship broadcasting platform. Furthermore, eCircle will take responsibility for design and creation of HTML templates and dedicated data capture and profiling systems.

eCircle won the account following a competitive pitch against four email service providers including, the incumbent agency. Because Business Link London are looking to increase the profile of their email marketing activity, it is an important part of their e-strategy and as such it was important they chose an agency who could offer a complete service.

Speaking about their appointment, Stepheny Mayers, e Communications Manager at Business Link London said; "we are delighted with the appointment and look forward to building our relationship with eCircle. We have a challenging year ahead of which our e-strategy will continue to play a key part and are confident that eCircle can rise to the challenge of going beyond simple e-mail broadcasts, in delivering a vital part of our e-CRM strategy.

Volker Wiewer, CEO of eCircle added; "Our appointment by Business Link London is testament to our B2B capabilities. In the UK we have been placing greater resources into the B2B department. As such, we are looking forward to working with Business Link London and delivering a strong service that will back up the vital support they provide to businesses across London".

Ends

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Notes to the Editors

About eCircle

eCircle is one of Europe's largest digital direct marketing companies, owning the most comprehensive permission marketing database for email campaigns and lead generation as well as a state-of-art technology solution for digital direct marketing. Since 1999 eCircle has stood for innovative and efficient online marketing for customer acquisition and retention. Leading companies and agencies trust our consistent customer care, our long-term experience and not least our highly motivated and committed employees.

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