



## **The Latest (October 2006) List of the Leading SEM Email Marketing Firms Presented by topseos.com is Ready**

Plymouth, IN, October 11, 2006 --(PR.com)-- In today's world, it has become next to impossible to ignore the presence of Email. Bringing together the benefits of Email with marketing activities is what SEM Email Marketing is all about. No longer is it enough to distribute flyers and pamphlets manually. E-mail is the latest medium added to marketing channels because of its ability to target audiences more accurately and quickly.

Because SEM Email has become such a popular way of communication over the Net, there are many firms who offer these services. But it goes without saying that not all these firms are of quality. That is where topseos.com steps in. Topseos.com makes it its business to find the most up-to-date information about the top SEM Email Marketing firms, consultants and services. The ranking, published monthly by topseos.com, is the most reliable source for assessing Internet marketing vendors.

The website was established by entrepreneurs who were serious about making an all inclusive portal available for the search engine marketing industry. Since then topseos.com has worked towards becoming the most comprehensive source that lends a hand to the search engine marketing industry and companies when researching Internet marketing vendors. The developers of the site have ensured that it remains the finest platform where Internet marketing and service providers can showcase their fares.

In short, topseos.com understands the intricacies of SEM Email marketing. The most basic requirement of SEM Email marketing is a database that stores email addresses and other information of possible customers and users of the products and services. There are many questions to answer when working with SEM Email Marketing, such as: From where is the information on the database collected? When will mailers be sent out? What is the subject of the emails? And how are the emails composed and the content designed? The greatest advantage of SEM Email Marketing is the fact that it directs potential customers directly to the website of the marketer. These factors, and many more, are analysed by topseos.com when they compile their list.

Here's the list of the top 5 SEM Email Marketing firms that have been selected for October 2006:

1. Topica Inc. - California
2. Double Click - New York
3. Vertical Response Inc.- California
4. Mailworkz.com - Canada
5. Constant Contact - Massachusetts

User friendliness and accuracy are what this list is all about. The top 5 candidates are selected after a meticulous evaluation process. The selection of the candidates is based on the following criterions:

- Financial stability of marketers
- Expertise of the services



- Usability and functionality
- Survey of email marketers
- Reputation of marketers
- Overall efficiency
- Overall performance

Firms that specialize in SEM Email Marketing and wish to be considered for the topseos.com rankings can complete an application by registering as a service vendor and applying for rankings at:

[http://www.topseos.com/option,com\\_register/task,providerRegister/](http://www.topseos.com/option,com_register/task,providerRegister/)

Want to research and evaluate internet marketing firms?

Visit them at [www.topseos.com](http://www.topseos.com)

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