

## Star Global Newsletter

### Issue 1, Volume 1

#### In This Issue

[Online newsletter with Constant Contact](#)

[Spam volume jumps 35 per cent in November](#)

#### Quick Links

[Register Now](#)  
[Newsletter Archive](#)

[Join Our Mailing List!](#)

Star Global created this monthly e-mail newsletter, filled with web based tools and technology information to help you optimize and empower your business.

Do you want to know more about Blogs, Paypal accounts, reducing SPAM, or managing an attractive online newsletter? This broadcast and future articles will cover these topics and more...

READ ON AND LEARN WITH US!

### Online newsletter with Constant Contact

You want to create professional e-mails and educate your clients, but don't know how to get started? Star Global has the answer.

Constant Contact <http://www.constantcontact.com/> is a great way to create professional e-mail communications. Starting at \$15 a month (no hidden fees!) send unlimited e-mails to your list.



Spend some time and figure it out for yourself, or have Star Global set it up for you. It's great no matter what you choose. The fact remains that even the novice can manage this one, once it's up and running.

Here are some of the features:

- Create professional e-mails
- Personalized templates to match your business
- Update yourself reports
- Click through statistics
- Who and what they clicked on
- Which promotion worked best
- Bounce Management
- Safe/Unsubscribe
- Manage your contacts
- Join your mailing list

It lets you import your existing e-mails from Microsoft Outlook, Excel, CSV or Text file. Plus you can consolidate all your e-mails, and group into categories for select sending!

Wow, now you can create e-mails, get tracking reports, and manage your client list all in one.

Enjoy!

## SPAM volume jumped in November

It's not your imagination, the amount of spam you get is increasing.

Spam volume jumped by 35% from October to November 2006, according to IronPort Systems. David Mayer, a product manager at IronPort Systems notes that volume increased "from 31 billion spams a day on average in October 2005 to 63 billion in October 2006. But in November, we saw two surges that averaged 85 billion messages a day, one from Nov. 13 to 22, the other from Nov. 26 to 28" (source: InformationWeek).



So what can you do to help tame your share of the annoying junk mail? Here are a couple of suggestions:


- Use an e-mail address for general inquiries on your web site, and keep your personal e-mail address secret.
- Add e-mail filters to more effectively separate the spam from the real e-mail.
- Change your e-mail address if you can't stand the spam you receive anymore, Only give out your new e-mail address to people you know.
- Use an online contact form on your web site. Not all online forms are created equal; make sure it doesn't disclose your e-mail address, or includes some anti-spam features such as Captcha:



Star Global has solutions to help you implement the strategies listed above. If you'd like to reduce the spam that gets sent to your e-mail address, or reduce the spam that comes from your online form, contact us.

Established in 1997, Star Global specializes in developing and re-structuring web sites for businesses. Please give us a call if you need an help interpreting your web needs.

**Sincerely,**



Star Global Advanced IT. Corp. Ltd.  
9C-671 Fort Street, Victoria, BC V8W 1G7

Toll-free: 1.877.381.2800 (North America)  
Tel: 250.381.2800  
Fax: 250.381.2806

Email: [info@starglobal.ca](mailto:info@starglobal.ca)  
URL: <http://www.starglobal.ca>

Star Global Advanced IT Corp. Ltd. | 9C-671 Fort Street | Victoria | V8W 1G7 | Canada