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**Dear Friends of SitePal,**

Welcome to the latest edition of the SitePal Newsletter!



**In This Month's Issue:**

- [New Models Added To Store](#)
- [SitePal Featured Reseller: Daden Chatbots](#)
- [SitePal Showcase: Realty Executives Increased Conversions with SitePal](#)
- [SitePal Tip: Using Audio Messaging Effectively to get Results](#)

**[Create and Send a Friend a Talking Character For Free!](#)**

## Halloween Models



## New Models Added To Store!

Just in time to scare up some fun on your website, we have four new Halloween models available in the store. Celebrate the Holiday and update your website with one of these new models!

### [Purchase A New Halloween Model!](#)

**Are you a SitePal Gold Member?** If you have a Gold Membership the new witch and ghost Halloween models are already in your package for free.

Have a Bronze or Silver Membership? [Upgrade to Gold](#) and get the 2 exciting Halloween models for free!

**Need advice on your purchase?** [Chat Live with a SitePal Sales Consultant!](#) Or contact SitePal Sales at (877) 300-6030 x1 or by email at [Sales@SitePal.com](mailto:Sales@SitePal.com).

## Featured SitePal Reseller



*Combined with its low cost and low complexity, the high impact of SitePal made a great appeal to the clients of [Daden Limited](#).*

## Featured SitePal Reseller: Daden Chatbots

Daden Limited is a young and dynamic company focused on information consulting and technology. Daden's activities range from conventional consultancy assignments to world-class and world-first information technology solutions. Daden has been partnered with SitePal since 2002 and now SitePal is a key part of its offerings. Combined with its low cost and low complexity, the high impact of SitePal made a great appeal to the clients of Daden Limited. The company now expects that half of its technology solutions in 2006 will involve SitePal talking characters. [Learn more about Daden Limited](#).

[Learn more about SitePal Reseller Program](#)

**Need advice on your purchase? [Chat Live with a SitePal Sales Consultant!](#)** Or contact SitePal Sales at (877) 300-6030 x1 or by email at [Sales@SitePal.com](mailto:Sales@SitePal.com).

## SitePal Showcase



*After implementing the SitePal character, [RealtyGain.net](#) experience a conversion rate increase of over 80%*

## Realty Executives Increased Conversions with SitePal

Realty Executives Relocation Services specializes in connecting home buyers and sellers with the perfect real estate agent. After implementing the SitePal character into their lead generation website, [RealtyGain.net](#), the company found that customers felt more comfortable with providing their personal information. Realty Executives also experience a conversion rate increase of over 80%, thus reducing their overall cost-per-lead.

## SitePal Tip



*Goldfish Software uses their SitePal characters to highlight promotions*



*Jeff's Weather Blog updates his SitePal audio message using SitePal's record by phone feature.*

## SitePal Best Practices: *Using Audio Messaging Effectively to Get Results.*

### Tip 1: Emphasize Call To Action:

Regardless of what you use your SitePal's audio messaging for, always emphasize calls to action. Use terms like "register now" and "check out our special offer" etc. in your SitePal audio. Ultimately, it is the specific call to action that get people to do things on your site, including important things like buying your products.

See how [Goldfish Software](#) uses their SitePal characters to highlight promotions.

### Tip 2: Keep Your Message Fresh:

In addition, it is important to keep your SitePal's messaging fresh and up-to-date. Regardless of how good they are, older audio recordings will eventually lose their effectiveness as people get used to hearing them. Therefore, to get people's attention and to keep people interested, you should update your SitePal's audio message frequently. SitePal makes it easy to update your audio message using our [record by phone feature](#).

Jeff Ragovin of [Jeff's Weather Blog](#) updates his SitePal audio message everyday by phone.

Want more help setting up your SitePal? Contact our fantastic support team, they're eager to help you out. Email them at [Support@SitePal.com](mailto:Support@SitePal.com).

**Know someone who would be interested in SitePal? [Send them an email](#)**

## SitePal Newsletter Subscriber Tools

You received this mailing because you signed up to receive the SitePal monthly newsletter. Please feel free to contact our [support team](mailto:support@sitepal.com) (support@sitepal.com) if you have any question about SitePal.

To manage your subscription, please use the links below.

Thank you for your interest in SitePal.

Sincerely,

Dottie Duncan  
SitePal Marketing Team  
[www.sitepal.com](http://www.sitepal.com)

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