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Above Ground Pool Dealer Dives Into Relationship Marketing Via Web

Based on a year-long internal research project, the Indianapolis-based above ground pool dealer seeks to improve the relevance of the content distributed to over 50,000 current newsletter recipients.

/24-7PressRelease/ - INDIANAPOLIS, IN, April 02, 2008 — Kayak Pools Midwest, the leading above ground pool dealer throughout the Midwest, is taking a deeper plunge into the customizable world of e-relationship marketing. Based on a year-long internal research project, the Indianapolis-based above ground pool dealer seeks to improve the relevance of the content distributed to over 50,000 current newsletter recipients.

"We are searching for ways to reach out to new and existing customers in more personalized ways," said Lisa Sweet, Director of Marketing for Kayak Pools Midwest. "Our current database provided the means for an extensive and richly detailed research effort—one that culminates in March of this year."

The data mined from the research project will allow the company to refine the way existing and prospective customers interact with the company through an internet-based newsletter.

"What we're finding is that our customers tastes, preferences and needs are uniquely their own," said Sweet. "We want our marketing voice to evolve to a point where we're responding to current customers—and new prospects—with offers and news that suits their specific wants and needs, rather than a generalized communication."

Currently titled "Pool Talk", the new newsletter will incorporate the latest electronic relationship marketing techniques to better customize the content to the need of the individual recipient. "What's so cool is that current subscribers, and all new newsletter subscribers will have the opportunity to customize their newsletter preferences via a simple web-based interface to better meet their individual interests," Sweet added.

The newsletter promises to deliver all things above ground pool, including information about internet only specials, events, testimonials, activities, articles of interest and news about products that specifically apply to the above ground pool model the consumer either owns, or is considering purchasing.

"People who are on the fence about buying an above ground pool, or who are simply curious about what the company has to offer will receive communications that help them better understand the tremendous short and long-term benefits of pool ownership, including nearby demo home sites they can visit, current above ground pool specials, testimonials from satisfied customers, even articles about the health benefits of swimming," Sweet said.

For more information, please visit <http://kayakpoolsmidwest.com/>.

About Kayak Pool Midwest

Based in Indianapolis, Indiana, Kayak Pools Midwest is an authorized Kayak swimming pool dealer in Michigan, Indiana, Illinois and throughout the central United States, offering rectangular above ground swimming pools that are built to last, as well as rounds and in ground swimming pools. We are currently the largest authorized Kayak Pool dealer in the Midwest and one of the nation's leading providers of high-quality swimming pools.

For further information, please contact us at 888-529-2576.

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