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The eBook Sale, a prominent eBook publisher and retailer, announces the release of its new Newsletter.

An Irish based eBook Publisher and Retailer announces the release of its new Newsletter. It will allow The eBook Sale to take advantage of this powerful marketing tool to convey important news and information to its subscribers on a bi-monthly basis.

/24-7PressRelease/ - LIMERICK, IRELAND, June 18, 2008 - The eBook Sale, an Irish based eBook Publishing Company, harnesses the power of email marketing. Company President, Richie O'Brien, is delighted with the development and thinks that "This is one of the most important elements we have added to our business so far this year", and acknowledges that "email marketing and newsletters are fundamental to the success of any online business".

So what are newsletters and why are they good for business? A newsletter is a regularly distributed publication generally about one main topic that is of interest to its subscribers. Newsletters delivered electronically via email (e-Newsletters or eZines) have gained rapid acceptance for the same reasons email in general is gaining popularity over printed correspondence. They are published by businesses and companies to provide information of interest, upcoming events and company news to their members, customers or subscribers.

It is planned that our newsletter (www.theebooksale.com/newsletter) will be published no more than twice per month. The frequency will be dictated and determined by the content, i.e. when we deem there is enough quality content, i.e. important news and information, then we will issue a new newsletter. Subscribing and un-subscribing is made easy. It is important that a newsletter is targeted at the proper audience and that the subscription process is double opt-in in order to totally eliminate any uninterested parties. Also, if a subscriber wishes to cancel, this must be a single click procedure.

Book promotion and sale generation is the best way The eBook Sale can serve its Authors and Writers - and newsletters are one of the most powerful marketing tool available. Hopefully, in a few months, statistics will show that it was a wise investment. Contact information, Richie@theebooksale.com.

The eBook Sale is a Publisher and Retailer of eBooks. For further information, please contact us at 353877868066