

Welcoming Our Newest Employees!

- Michele Peterson
(Technical Support and
Compliance Representative)
- R.J. Phipps
(Windows System
Administrator)
- Sarah Stirling
(Marketing Assistant)
- Lenity Suchecki
(Office Administrator)

Three Favorite Online Marketing Resources

- Marketing Sherpa
(marketingsherpa.com)
- ClickZ
(clickz.com)
- Email Experience Council
(emailexperience.com)

Go Green!

Did you know that as a
Net Atlantic client, you
can receive your invoices
via email? Call us at
978.744.6885 or email
billing@netatlantic.com
for more details!

Company News

Annual Company Retreat

Last month, Net Atlantic took a break from the office for a team-building retreat led by longtime client Joe Noonan of Planetary Partners (www.jonoonan.com.)
"It was the best team-building outing I have ever attended," says Charlene St. Jean, a Net Atlantic Account Executive. "Joe has an amazing way of working with people to ease their fears and build confidence and unity."

Web Hosting News

10+ Ways to Use cPanel and Fantastico in your Net Atlantic Web Hosting Account

With Net Atlantic's updated web hosting offering, you can make additional use of many new features and capabilities available now. Our tech team has listed their favorite ways to use our new technology available to you now.



In cPanel:

- 1) Bounce "catchall" email (not specifically addressed to anyone) to reduce spam
- 2) Use subdomains like sub.yourdomain.com to point to a particular part of your web site
- 3) Create additional email POP accounts for others in your organization
- 4) Use "cron jobs" feature to automate recurring hourly, daily or monthly tasks with

dynamic menus and content

- 5) Create additional FTP accounts to give sub-accounts to coworkers and others with web content
- 6) Under File Manager, use the Web Editor to do quick and easy real-time web page changes without any website HTML program.
- 7) Use "Hot Link" Protection to prevent outsiders from linking to images, documents and other media on your website, and eating up your bandwidth
- 8) Back-up your entire website with just two clicks of your mouse with the "Full Backup" feature

In Fantastico:

- 1) Use Wordpress to start and run a blog
- 2) Use Joomla content system management to create and easily update web site content
- 3) Use the Gallery feature to host pictures in your own image library

Email Newsletter Hosting Reseller News

New Net Atlantic Email Newsletter Hosting Reseller Program

Now you can profit from providing email mailing list services directly to your clients with your own fully-branded Net Atlantic Reseller Account.

With the new reseller program, you manage your customers' mailing lists and email campaigns. You can create, manage and delete lists, subscribers, and list administrators wherever you like within your account.

You have the ability to market and sell the service, bill your own clients directly, and determine your own pricing.

Find out more at:

http://www.netatlantic.com/partners/reseller/email_mailinglist/

(over)

Online Marketing

Useful Sites for Marketing Your Business Online

At a recent Marketing Sherpa Conference in Boston, various presenters at the conference mentioned the following assorted Web 2.0, marketing and research sites worth a look. See if your company could make use of any of these services to help your company:

All about whitepapers:
www.whitepapersource.com/marketing

Internet Marketing Solutions:
www.clickz.com

Know New Marketing Blog:
www.knownewmarketing.blogspot.com

Group-edited blog on start-ups and web 2.0:
www.techcrunch.com

Social networking/microblogging by IM, SMS, etc.:
www.twitter.com

Web service directory of people:
www.zoominfo.com

Business card trading site:
www.jigsaw.com

1000+ widgets on your desktop:
widgets.yahoo.com

B2B Email Blog:
blog.startwithalead.com/weblog

Word of Mouth Advertising:
www.womma.org

Also consider these Net Atlantic clients:

Sam Whitmore's Media Survey:
www.mediasurvey.com

Ad Rants Daily:
www.adrants.com

Free Web Site Tool

New Website Creation Program (Nvu)



Nvu (pronounced N-view, for a "new view") is a great new free Open Source Web Site program. Nvu was started from the Netscape Composer code base. The Mozilla Internet suite is now separated into different pieces (web browser, email program, etc.). Nvu will pick up where Composer left off, adding additional features, functionality and ease of use to help you create a great web site.

You can create an entire site using Nvu's WYSIWYG editor. Basic tasks like insertion of images and links are easily accomplished, while more complex tasks such as table management are made easier with the use of the WYSIWYG interface. NVU includes tables, forms, CSS (cascading style sheets), built in FTP to publish your site, and more.

If you need a good free web site program, and don't need a lot of advanced features, try NVU. Get it here: www.nvudev.com

Articles for Mailing List Owners

Check out the new online library of articles which helps mailing list owners grow, manage and run their mailing lists:

<http://www.netatlantic.com/info/articles/>