



# Smith International Wins Elliance's eMarketing Survival Sweepstakes

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*Smith International, a Fortune 500 company, wins Elliance's eMarketing Survival Sweepstakes and aims to achieve success in the complex world of eMarketing.*

PR9.NET February 20, 2006 - Pittsburgh, Pa.- After ten weeks of anticipation, Cameron Wallace has been selected as the winner of Elliance's eMarketing Survival Sweepstakes for Marketing Professionals.

Wallace is the marketing manager for Smith International, a Houston-based company that is ranked 390th on Fortune 500's list of the largest companies in America.

As a way to reward one hardworking marketing professional, Elliance, the creators of ennect web-based marketing software, supplied Wallace with a 30 gig video iPod, 100 free ennectMail credits, and a variety of prizes all geared toward helping marketers develop an eMarketing strategy, find inspiration for their campaigns, and have fun while on the job.

Wallace plans to use the ennectMail credits to develop a new web-based marketing strategy for Smith International and reduce its reliance on traditional marketing tactics, which included print advertising, tradeshow, and sales calls.

"Communicating directly with our customers via email will mark a real change from our usual mass-market communication strategies," said Wallace. "Elliance's suite of e-marketing tools will help us gauge our customer's interest in new products, distribute testimony from actual customers, and ensure that our company's products and services continue to meet their needs."

The ennect product suite provides affordable marketing tools for companies of all sizes. At a rate of five cents per email, companies can maintain relationships with their loyal customers and inform them of new products and services for much less than the traditional costs of print advertising.

"ennectMail is a practical marketing solution that doesn't break our budget," said Wallace. "For the money spent on one print advertisement, I can send thousands of emails that are guaranteed to reach our customers."

For additional information about the ennect product suite, go to <http://www.ennect.com>.

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## About Elliance

Elliance is an eMarketing firm specializing in results-driven websites for mid-sized and enterprise companies. Clients include Maps.com, Black Box, Mellon/Dryfus, Diebold, Medrad, Carnegie Mellon University, Waterpik Technologies, Readers Digest and many others. During its 12 + years of experience, Cisco, Dell, the eMarketing Association and others have cited Elliance as one of the top innovators in the use of technology to deliver Internet marketing solutions.

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