

Email Marketing: An Introduction

Email has become a critical part of any firm's communications and marketing plan. It can help retain customers, keep members informed, increase sales, fill seats, raise brand visibility and help you grow your business. Email is faster and more affordable than traditional print mail, and, by some measures, it offers the best return on investment (\$48.29 per dollar spent, to be exact) of any marketing medium*.

But to work, email has to be done well. Content needs to be clear and compelling. Graphics need to be visually appealing. Campaigns need to be personalized and relevant. Delivery needs to be timely and accurate. And results need to be thoroughly tracked and applied to future mailings.

And that's where we come in. With our help, you'll be able to:

Manage your audience lists...

You can easily organize your recipients into groups, or use our advanced search-and-segment feature to find (and send to) people based on their interests, their geography, their past response and more. Your customizable signup screens let new people sign up from any spot on your website, and your customizable database lets you collect and store as much information as you like.

Create and send stylish email campaigns...

Create stylish email campaigns using our intuitive click-and-build screens, or upload your finished html campaigns. Either way, we'll help you prepare and preview your campaigns, proof them for problematic content, and send quickly and accurately every time. And your past campaigns are stored for easy access and linking later.

Track your results in real time...

You'll see who opened your campaign, clicked on every link, forwarded your campaign to friends or signed up to get your future emails. You'll find out who bounced (definitely didn't get your email) and be able to follow up with them. This is just part of our real-time response tracking that lets you know just about everything that happens to your campaign, as it happens. And because we store your results over time, you'll be able to learn from past efforts to make your future emails enjoy even greater success.

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Deliver with success...

Our world-class delivery network ensures high delivery rates through our personalized sendoff, ISP relationships, and delivery policies that can be fine-tuned down to the individual mailing if necessary. Our engine handles every aspect of delivery for you, and our industry know-how helps ensure the highest delivery rates possible, every time.

Utilize industry best practices...

Whether it's following the rules of permission marketing, handling opt-out requests quickly, interpreting bounces or making sure you're sending a well constructed email every time, our service can help make sure you're on board with the latest industry trends and best practices that will increase your delivery rates and improve your results.

Email Marketing: The Features

Our email marketing service contains a full set of features designed to help you manage every aspect of your customer, member and fan email outreach. A quick overview of some of our noteworthy features:

{audience}

Our audience features help you import, store, manage and grow your permission lists. You'll be able to:

- Create unlimited audience groups for organization and targeting
- Search & segment your audience based on demographic, response data and more
- Customize your database using our standard fields and ones you create from scratch
- Create personalized signup screens and confirmation emails to help grow your list
- Import large lists easily and automatically clean them for duplicates and errors
- Easily move members and reorganize audience groups as you go
- Export your audience lists and data at any time

{campaigns}

Our campaign features help you create stylish email campaigns and send them using our sophisticated delivery network. You'll be able to:

- Create stylish html campaigns without using html, or upload your own freestyle campaigns
- Personalize your emails with first names and more
- Prepare html and text versions, and deliver the right one automatically
- Rate your campaign for problematic content before you send
- Include our send-to-a-friend feature with every email
- Control your own 'from' names and addresses
- Let recipients manage their preferences at any time
- Send your campaigns at any time, or schedule a future delivery
- Set up trigger emails that automatically send when someone signs up, has a birthday, clicks a link and more

{response}

Our response section gives you easy access to your results, in real time. You'll be able to:

- See real-time totals for emails received, opened, clicked, forwarded, signed up and more (and details for who did what, and when)
- View response details for entire campaigns and for individual recipients
- Have bounces (hard and soft) and opt-out requests handled for you automatically
- Store your past campaigns and results in your online archive, and easily link to past campaigns from your website
- Create an instant, side-by-side comparison of multiple campaigns and their results
- Get assistance on delivery-related matters whenever you need it

{more on the way...}

We love to add new features (and refine the ones we've got). So the above list continues to grow to meet your evolving email marketing needs. At the moment our team is working on integrating with Salesforce and a new survey feature.