

WHAT'S THE PLAN, STAN?

WE'RE HERE TO MAKE SURE YOUR EMAIL MARKETING STRATEGY IS SUCCESSFUL AND CONSISTENT. HERE'S THE PLAN:

01 IT ALL STARTS WITH A GREAT IDEA

Our marketing team finds the reason why people need your business and creates a compelling campaign concept.

02 DESIGN

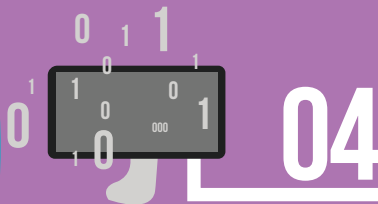
For any campaign to work, it needs to do three things:

- CREATE IMPACT
- COMMUNICATE SIMPLY
- PERSUADE GENTLY

We'll also make it look beautiful.

03 APPROVAL

We'll send you the design proof for you to give us the OK. Any revisions can be made at this stage.



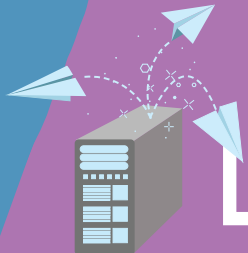
04 CODING

Our developers turn the final design into code, ready for broadcast and use clever tools to perform spam checking tests.



05 OPTIMISATION

We add custom variables to personalise your message, spin tags to maximise delivery rates, and set up split tests on the email content to drive the best results. You'll be sent a final version for one last check.



06 BROADCAST

Our broadcast platform was built for prospect marketing. It sends the campaign across a large pool of IP addresses to get the delivery rate as high as possible.



07 RESULTS!

And this is what you'll get:

REAL-TIME TRACKING:

Login to the platform and start seeing your campaign results as they happen.

Drill down further to see all the individual contact details for people interested in **your** business.

CAMPAIGN REPORTING:

At the end of your campaign, we'll send you your completion report with all the stats. You'll also receive CSV files containing contact information for everyone who opened or clicked on the email - perfect for additional follow up activity.



REMEMBER

An essential key to email marketing is consistency.

It's time to add new prospects, make great new campaigns, and continue building trust and brand awareness with your audience. Let's make email marketing a successful addition to your strategy.

DAY 1-3
CREATIVE FLAIR

DAY 3-6
TECHNO BABBLE

DAY 7+
EXCITEMENT

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