

EMAIL CAMPAIGN

Create awareness about your product

WHAT YOU GET?

- Promote your products and services and connect with diverse audiences instantly through our [b2b email list services](#).
- Moderate budget, personalized features and communication speed are the major highlight of the email campaign service.
- Employ our professional service to identify target markets, convey the message effectively and communicate through the right channel.
- Be it a product launch, brand awareness, customer satisfaction program, survey, newsletter release, we have customized solutions for every cause and purposes.

GOALS OF A GOOD EMAIL CAMPAIGN

- ❖ Cultivate and nurture your responses ("opens" and "clicks") so that they turn into customers
 - ❖ Get those non-responders engaged and interested
 - ❖ Turn non-attendees, bounced emails and unsubscribe to your advantage
 - ❖ Close the Loop, Measure Success
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WHY HAS EMAIL CAMPAIGN BECOME SO CRITICAL?

Consider the following statistics:

- ❖ 60% of business decision makers said the internet and email was the best way for advertisers to reach them.
 - ❖ 81% of US executives subscribe to industry e-newsletters for product information and business intelligence.
 - ❖ 92% of buyers go online FIRST to research possible Purchase.
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EMAIL MARKETING: THE 4 PS OF EMAIL MARKETING

Don't forget the traditional 4 Ps of marketing:

1. Product
 2. Price
 3. Placement
 4. Promotion
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Email Campaign

Lead Generation

List
Management

Online Survey

Event
Marketing

Report
and
Analytics

LEAD GENERATION

A systematic approach to achieve business objectives effectively

- ❖ Multiple tools to target the visitors and turn them into customers with the help of email data
 - ❖ Track the performance and modify with suitable changes
 - ❖ Personalize the lead generation process as per the corporate objectives
 - ❖ Cuts down the marketing budget significantly
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LIST MANAGEMENT

- Update the outdated and inaccurate mail addresses with the latest information.
 - Communicate customers through effective channels.
 - Launch opt-in mail campaigns to create leads.
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ONLINE SURVEY

- Offers ample amount of scope to understand the customer expectations, create brand awareness and host targeted marketing programs.
 - Empowers to understand customer interest, discover areas of improvement and identify your strengths.
 - Track the customer behavior through online tracking tools and analyze the factors determining the success rate.
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EVENT MARKETING

Objectives are essential in order to justify investment. Some possible objectives include:

- ❖ Size of audience reached
 - ❖ Ability to reach target
 - ❖ Sponsor recognition levels
 - ❖ Potential sales
 - ❖ Email address append
 - ❖ Economic Impact
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REPORT AND ANALYTICS

- Evaluate and analyze the marketing and campaign programs to achieve measurable results.
 - Capture customer behavior and interests towards your products and services.
 - Learn the source of customer visits, product interest, customer demands and expectations and much more.
 - Get 24/7 access to monitor the campaign performance, analyze the results and interpret it effectively to make business decisions.
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