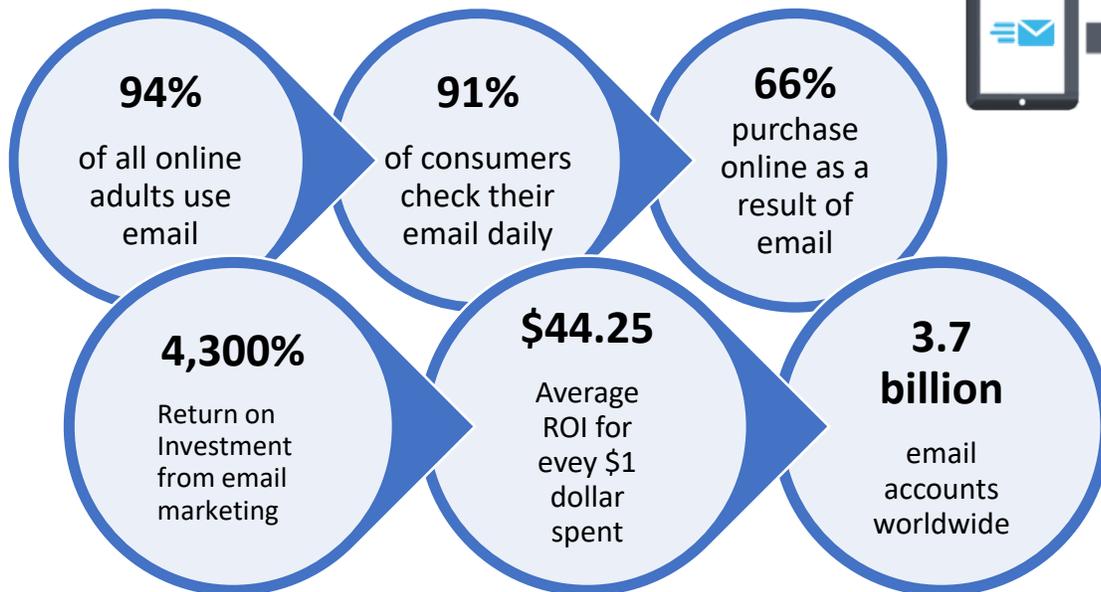




Where Do You Invest Your Marketing Dollars? Benefits of Email Marketing



Your website strategy must match your business strategy, and your email marketing campaigns must deliver successful results for both – if you expect to win the Zero Moment of Truth.

Email Marketing Solutions for Your Business Success

We partner with you to drive more revenue for your business by leveraging your branding and marketing messages by providing your company with email marketing solutions to capture that Zero Moment of Truth your business requires to be successful in today's 2.0 economy.

Messaging and Deliverability

We understand businesses are challenged with personalizing their email messaging and deliverability. Whether it's optimizing list growth, converting prospects, growing value, or retaining customers, your marketing message must reach your customer base...and drive revenue. One of the most effective ways to achieve this is through creating smart strategic email campaigns for your business.

Why? Because...

- ✓ Email delivers [\\$44.25 of revenue for every \\$1 invested](#) when utilized properly, remaining the best marketing channel for ROI.
- ✓ Email is the digital glue holding together all the contacts from social networks, blogs, and even your yoga class.
- ✓ [Email has nearly 3X as many user accounts as Facebook and Twitter combined](#), and email remains a significantly more effective way to acquire customers than social media—and again, nearly 40 times that of Facebook and Twitter combined.
- ✓ Emails cast a huge net with an [estimated 3.7 billion people using email in 2017](#). By comparison, Facebook had [2.01 billion](#) active users and Twitter had just [328 million](#) active users in the second quarter of 2017. Social media may be sexier, but email wins the size battle, and with marketing, size definitely matters.
- ✓ Emails have more guaranteed delivery. Even the best Facebook and Twitter posts are like candles in the wind. One minute, they're all the rage. The next, completely forgotten. And you never know whether they'll actually reach their targets.
- ✓ Emails are far more likely to reach their predetermined destinations. Only an estimated [22 percent of emails get blocked or sent to spam folders](#), according to research by email analyst Return Path. Which means emails have a 78 percent delivery rate that other forms of marketing can't match.

- ✓ Emails have better staying power. An email message doesn't just disappear. Unlike social media posts or PPC ads, an email message stays in your customer's email account until they actively delete it...if ever.
- ✓ This is significant because, according to BlueHornet, [33.8 percent of Americans check their emails throughout the day and 39 percent check emails one to three times per day](#). Most of the remaining respondents said they checked emails more than four times per day. 4.2 percent said more than 10 times per day. All that adds up to a ton of exposure for your email marketing messages.
- ✓ Email campaigns allow you to gauge the effectiveness of your message. Determining whether your email campaigns are successful by monitoring basic metrics like Opens, Clicks, Unsubscribes, and Spam Complaints, let's you know if your business is sending the right message.
- ✓ Email marketing creates opportunities for you to communicate directly with your customers. Yes, customers can get personal on Facebook by sending private messages, but the culture of Facebook is being open and public. Customers are much more likely to leave comments or tag your business in their posts.
- ✓ If someone responds to one of your email messages, they'll most likely do so by hitting the reply button. This chance at a private, one-on-one communication is invaluable. A person who is interested enough to join your email list and engage you in conversation is highly likely to become a customer.
- ✓ With email marketing, you are in complete control. You determine when to contact your audience, exactly who in your audience to contact, and what message to send. With other marketing channels, you simply do not have that kind of control.
- ✓ Plus, your email list can be divided up however you'd like. You can launch email marketing campaigns aimed at either returning customers or potential buyers. The possibilities are endless depending on the information collected when people sign up for your emails.
- ✓ Emails increase website traffic. Want to bring customers back to your website? Dedicate an email campaign for that very purpose. For example, you can do this when you want your customers to check out a big sale or a special landing page.
- ✓ You can also use email marketing to advertise blog posts, do-it-yourself guides and other interesting content on your website. People who click through might share your content and provide backlinks, bringing even more value to email campaigns.
- ✓ Email marketing can help you build a relationship with your leads that convert into sales down the road. Sometimes, weeks or months may pass before someone responds to an email with an online purchase or a phone call. In the meantime, you can continue to build your relationship with your audience by presenting them with compelling and helpful email content.

Why Our Clients Love Us

Our clients love us because we help them succeed. As digital marketers, we understand the challenges our customers face every day. It's our mission to partner with our clients and show them how to build a more personalized email campaign by leveraging our branding and marketing solutions for their benefit.

Whether you need a little bit of help or a full-service email marketing platform, we help you get the most out of email marketing. We are an email marketing services agency that's ready to run every facet of your email program.

We build email marketing strategies for our clients that directly focuses on their customer demographic segmentation through push/pull email campaigns which emotionally capture their interest and call-to-action engagement. We professionally design every email to meet each of our clients' unique branding, and create message content specific to their customer's interest and need. These efforts are further enhanced by providing a robust email platform which can deliver over 60,000 emails a month to our client's database customers.



strategy

Our team of strategists are ready to help move your email marketing program forward, no matter what the budget. We are savvy on all the latest best practices and ready to implement them into your email campaign.



design

Our design team incorporates the latest email best practices to create templates and mailings that rendered properly across all major email clients (such as Gmail, Outlook, iOS, Android) and which are fully optimized to deliver results. Your message will look great no matter where or how your subscribers are viewing it.



implementation

We develop, manage, and implement strategies for digital and integrated marketing campaigns for a wide range of clients in the real estate, financial mortgage, insurance, educational, economic development, technology, and holistic health sectors. Yet, we assist all types of small to midsize businesses and startups engage audiences to grow their online presence and generate revenue growth.



deliverability

We want to make sure your messages land in the inbox every time. So, our deliverability team is ready to give your email marketing program a head-to-toe examination and identify where your current reputation with ISPs are, and how you can improve your email marketing performance.



80%

WILL BE DELETED IF THEY'RE A LITTLE FUNKY (and the good kind of funky). That's why all our custom templates follow UI and UX best practices, and are tested for responsiveness on all major email clients.

custom projects

We get it! Sometimes you have something you want to do that doesn't quite conform to what you've seen so far. That's why we're happy to indulge your creative imagination and help make your unique idea a reality. We will work with you to identify your goal objective and the best design content to make sure it reaches your customer's inbox.

retainer based



Our full-service email agency is ready to handle all your email marketing needs. We will provide you dedicated expert help covering strategy, creative, design, delivery, and data integration; all personalized to fit your brand needs.

Need A Company To Get You Ahead...

First, we are pretty cool to work with... Why?

Because we get it! We understand what it takes to succeed in today's 2.0 digital economy and we will let you know that by sharing it through straight talk. Right from the start, we'll ask questions (plenty of them), to learn all we can, and be upfront about whether we think we can help your business, or not. If we don't think we can help — or if we think you might be better served by a different firm — we'll tell you. If we think you need to address other issues before embarking on a serious website branding and design effort — we'll tell you that too. Even if it means that we don't get your business. We are going to tell you the truth.

Second, we don't take just any project that comes our way. We're not a template factory that reproduces the same re-skinned website, marketing and branding, or email campaign product 100 times over. It means we give proper attention to all of our client's needs so that we can provide a unique online persona which matches their business goals. If we don't feel that we're right for a project, we won't take it and we'll tell you. We like to merge our client's experience in their field with our expertise in our field. When that formula is put in place, our clients are successful and so are we.

Third, from [web branding](#) and [website development](#), to building [business analytics](#) and email marketing campaigns to measure our client's business process and success, we know the critical importance that "context" plays in creating our client's online persona and business reputation. Your online persona and business must have contextual meaning, and that's what we provide for our client's website branding, design, and marketing built on contextual compass points.

Because every business is unique, and so too is it's branding and business process — especially niche businesses — we engage our clients and work with them to build personal and business [Compass Points](#) in conjunction with the business analytics of the [Zero Moment of Truth](#) that drive the success of their business and their professional careers.

Call us to set up your "free" initial consultation...we're people...we'll work with you!



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