



Thinking of launching an email campaign?

A well-crafted email campaign is among the most effective digital means of reaching a highly customized audience and prompting action. Delivered directly to your prospect's inbox — on phone, tablet, laptop or desktop — an email is a more personal touch than a banner ad, with ample space for your message to engage your recipient and establish a connection.

Email is also extremely cost effective — a fraction the price of direct mail.

HERE'S HOW IT WORKS

- 1) YOU specify the characteristics of the audience your business wants to reach. A gourmet foods shop, for example, might target "Santa Fe food and wine aficionados, household income > \$50k, who use the Bon Appetit app."
- 2) WE build your customized target list by identifying:
Geographic location, Demographics, Lifestyle and interests, Purchase history, Apps downloaded
- 3) WE craft your message, marry it with a striking design, then deliver your email to your prospects' inboxes.

The right message to the right person on the right device.

To see how your email hit the mark, you'll receive a report a week later, showing how many people opened your message (the open rate), and how many were inspired to click on it (the clickthrough rate), taking them to your landing page or website for more information (the conversion rate).

A LANDING PAGE?

When a prospective customer is intrigued by your email message, a click could take them directly to your website, or it could instead land them on a special page, branded with the look and feel of the email, and designed to build on your message and nudge them toward your product. Think of it like dating — the step between first introduction and commitment.

BUILDING ON THE AUDIENCE YOU KNOW

If your business already has an email list of a few hundred — or a few thousand — customers, we can create a "lookalike" list that will expand your existing audience many times over. Based on the demographics and psychographics of the people who've already shown interest, the lookalike list provides you with thousands of additional prospects with a similar inclination toward your business.

At the end of your campaign, the list of all your email recipients (whether lookalike or not) and their mailing addresses is available to you for your future use — an invaluable asset for direct-mail campaigns or other marketing initiatives.