



FULL SERVICE EMAIL MARKETING



WHY EMAIL MARKETING?

Email is one of the most powerful and efficient marketing channels to attract new customers, convert leads into new business, and nurture relationships with existing customers. It's **40 times more effective** at acquiring customers than Facebook and Twitter combined.

For most businesses, the question is not whether to do email marketing—it's how to do it in a way that stands out. With the average person receiving **88 emails a day**, how can you make sure your email doesn't get lost in the sauce? That's where a full-service email marketing agency comes in.

WHAT DOES A FULL-SERVICE EMAIL MARKETING AGENCY DO?

Email Broadcast does the heavy lifting for you, ensuring that every message is brand focused, engaging, and gets results. Together, we'll develop a long-term strategy that merges your goals with our knowledge of the medium.

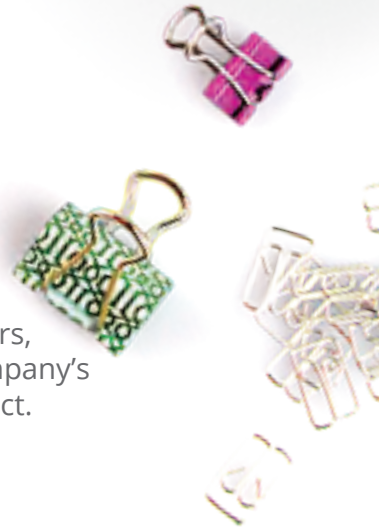
We bring a complete team of enthusiastic experts to the table. Think graphic designers, copywriters, tech geeks, and account coordinators, galore—all dedicated to your company's success. All you need to do is approve the concept and sign off on the finished product. We take care of the rest.

WHY SHOULD WE OUTSOURCE EMAIL MARKETING?

We know it's tempting to let your marketing manager handle everything, but companies that outsource their email marketing have higher conversion rates than those that keep email operations in house. That's because executing an effective email marketing campaign on a daily, weekly, or monthly basis isn't an item on a to-do list; it's a full-time gig.

Plus, if you work with us:

1. You won't have to pay a marketer's full time salary, provide benefits, or train them.
2. You'll get more comprehensive and diverse marketing expertise for a flat fee.
3. Your emails will benefit from the latest technology, tools, and marketing trends.
4. You won't have to compromise the efficiency of your existing staff or the quality of your campaigns.
5. Your marketing efforts will be easily scalable. You can ramp up your campaign whenever you need to without bringing on additional resources.



WHO DO WE WORK WITH?

We work with companies of all different sizes and industries. The most important thing is that you like us and have a dedication to investing in a kick-ass email campaign. Before we get to any paperwork, we will do an honest assessment to make sure we are the right partner to help you reach your goals. We want this to be a long-term relationship that is good business for us and better business for you.

HOW MUCH DOES IT COST?

Your investment amount will depend on your goals, message frequency, list size, and the menu of services we provide for you (each client is different).

Keep in mind that email marketing is all about ROI. After an initial ramp-up period, your campaign should be more than paying for itself.

Need a more concrete answer? Give us a call and 20 minutes of your time. We'll develop a plan that works for your goals and budget.

WHAT WILL I GAIN?

When you work with us, you'll get:

- + A killer strategy to shape your campaign and achieve results
- + Unique campaigns your audience will get excited about
- + Improved email deliverability that separates you from spam
- + A game plan for growing, maintaining, and optimizing your contact list
- + Automated messages based on your audience's behavior
- + Testing and data to help you understand your audience (and make sure we're doing our job)
- + Access to the campaign software you don't want to pay for yourself
- + An extensive repertoire of memes and dad jokes

WILL YOU HANDLE OUR OTHER MARKETING TOO?

Nope. We understand the full marketing mix and we make sure your email campaigns align with your greater marketing strategy, but we focus specifically on email.

It's what we do best.





WHAT'S NEEDED FROM ME?

We start each client relationship with a structured onboarding process. We'll grill you on your company culture, products/services, target audience, email marketing goals, and your general approach to business. You should be ready to talk about that stuff or be really good at improvising.

We also recommend setting up at least one point person from your internal team to collaborate with us and stay in the loop during the creative process. It's the easiest way to make sure your campaigns are aligned with your marketing plan and goals and avoid last-minute fire drills.

HOW WILL WE COLLABORATE?

We work differently with each of our clients depending on their needs. We can adapt and finesse existing content or we can manage everything from start to finish. No matter what route you take, you'll still have access to real-time reporting and have the ability to make content changes. You'll be in the loop every step of the way.

Our account coordinators are experts at moving projects forward, setting realistic expectations, communicating project status, and long-term planning. Okay, there's some nagging involved, too. But it's for your own good.

WILL I HAVE THE FINAL SAY?

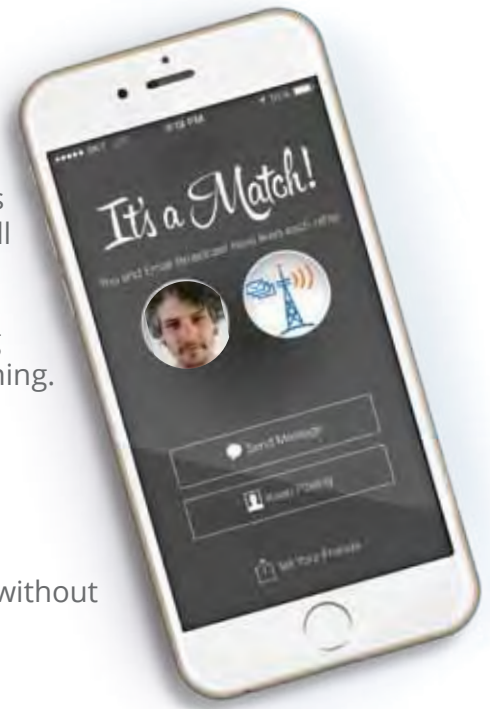
Absolutely. We're pretty confident in what we do, but nothing will go out without your explicit approval.

WHY EMAIL BROADCAST INSTEAD OF THOSE OTHER GUYS?

We're a small team of diverse badasses with a history of game-changing innovation and an addiction to breaking records. We know how to create amazing content, understand all the technical aspects, and can integrate all the pieces to execute your campaign for a fraction of the cost of doing it yourself. We even develop a list of 100 ideas we think your audience is going to love.

We've been helping companies leverage the power of email marketing since 2000. Our clients stick with us because we care about their brands and get real results. This is a partnership. And it starts with a phone call.

Plus, if you hire us we'll buy you a burrito. *Just sayin'.*



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