

## **EMAIL MARKETING SERVICE**

### **Why Email Marketing Service?**

Because building and maintaining meaningful connections with your customers is vital to boosting revenues and substantially growing your business...and while you're busy running your business, this important aspect is often overlooked.

Whether it is lack of expertise in the marketing field, lack of a definite marketing plan, or simply putting it off because of limited time; Solutions for Growth's email marketing service takes this difficult task off your shoulders, giving you the peace of mind and satisfaction of knowing that strong customer relationships are constantly being built.

Solutions for Growth's email marketing service takes a comprehensive and dynamic approach that sets it apart from conventional email marketing. We use a distinctive way of reaching and connecting with your customers by creating different varieties of email messages such as newsletters featuring appealing and eloquent articles that present you as an expert in your field, promotional emails that captivate your customers and increase sales, surveys to obtain valuable customer feedback, and special email tools like SaveLocal that feature shareable coupons.

Social campaigns are also created to get your brand noticed and increase your number of fans on various social media platforms. Solutions for Growth increases your customers' engagement by creating interesting and unique social campaigns that entice customers to share content, giving your company massive exposure on social media networks.

Solutions for Growth is unique in providing an exclusive, comprehensive email marketing service that transcends your expectations. We'll handle your marketing needs from beginning to end by writing, scheduling, sending, and tracking the email and then reporting directly to you with all the necessary information.

### **What Can an Email Marketing Service Do For You?**

Simply put, more online exposure leads to more sales. By using effective and clever email marketing strategies, Solutions for Growth can take your business to new heights by providing powerful email campaigns that customers can't ignore. Our email marketing service keeps you in front of your customers on a consistent basis, help build trust, improve brand recognition, and cultivate strong relationships. Remember, people only buy from people that they like and companies they trust, so never neglect the importance of building personal connections with your customers.

Solutions for Growth is a **PLATINUM Accredited Solution Provider** of Constant Contact, the largest and most innovative email service provider. This classification is difficult to achieve and substantiates our highest level of expertise and large volume of service. You can expect nothing less than superior quality and impressive results from Solutions for Growth.

According to an independent study of email service providers, Constant Contact customers benefit from:

- 60% higher click-through rates
- 29% more revenue
- 36% higher open rates

Solutions for Growth helps you create an emotional bond with your customers, so that they will keep coming back to you and won't be easily swayed to buy from your competitor. Over fifty percent of every buying decision is based on emotion, not on logic. This is why Solutions for Growth adds a personal touch to every email and social campaign created. Our cost-effective email marketing service program provides you with:

### **List Management**

We help you make a strong and intimate connection with your customers by tracking all your contact information to personalize each newsletter sent out.

### **Custom Template**

We establish consistent branding by building our templates according to your website design. We dramatically improve your brand's recognition by using the right colors, images, and logo. Links to several social media networks are included, making it easy for your customers to share your newsletter and gaining you more attention.

### **Editorial Calendar**

We keep track of all important upcoming events, promotions, and deadlines so you never have to worry about missing something.

### **Copywriting**

We take a personal approach when copywriting and make it more of a conversation with the customer rather than the traditional cold and impersonal marketing strategy. Solutions for Growth writes the most professional copy for your newsletters and we will always send you a draft for approval, making sure that every aspect of your copy is expertly presented.

## **Sending**

We make sure you get the best possible open and click rates by sending your emails at strategic, optimal times.

## **Reporting**

We provide detailed, user-friendly reports that tell you all about opens, click-throughs, opt-outs and forwards. You'll be informed on your customers' needs and habits and we'll help you strategize the best way to deepen your connection with them.

## **What Do You Get from Email Marketing Service?**

For email marketing service to be effective, several best practices and rules of thumb must be followed. Solutions for Growth understands and follows these rules to get you the best results possible.

Our comprehensive email marketing service program will save you time, increase your sales revenue, and help you stay connected to your customers by grabbing their attention with interesting, hard to ignore newsletters that will keep your business on their mind. Every email will bring the customer a step closer to making a purchase. Whether the email's purpose is for the customer to share, like, sign up or buy you can rest assured that we will get you the results you want and need.

## **Dropdown Menu for Email Marketing Service**

Getting your email marketing up and running may seem like a daunting task. Maybe you don't know where or how to start, you're limited on time, or you lack the expertise to carry out an effective email marketing plan.

When done correctly, email marketing can really make a dramatically positive impact on your business by improving brand awareness, maximizing your marketing ROI, and increasing revenue by building strong customer relationships and gaining you the attention you need. Don't let your business die in obscurity. Contact Solutions for Growth today for the most effective email marketing service on the market that is sure to get you the best results.

