

# FULL SERVICE EMAIL MARKETING

## Why Full-Service Email Marketing?

Because building and maintaining a business is a full-time job... and so is marketing that business. Frequent contact with your client base is key to growing your company and maintaining strong relationships.

With Solutions for Growth's full-service email marketing, we take the business of connecting with customers off your plate and give you peace of mind knowing they're in the best possible hands.

↳ We create several different kinds of email messages to give multiple ways to connect with your network. Among these are newsletters ↳ featuring articles that present you as an expert in your field, promotions to help drive sales, surveys to gather firsthand customer feedback, and special email tools like SaveLocal with shareable coupons. We also create Social Campaigns that increase your number of likes and engagement on Facebook.

Solutions for Growth is unique in providing a full program of email marketing services that you won't find with other marketing agencies. We'll write the email, schedule it, send it, and track it, then report straight to you with all the information you'll ever need.

You focus on running your business. Let Solutions for Growth handle your email marketing needs.

## What Can Full-Service email Marketing do for you?

Solutions for Growth is a PLATINUM Accredited Solution Provider of Constant Contact, the largest and most innovative email service provider. This hard-to-achieve designation confirms our highest level of expertise and large volume of service, which means you can expect top-shelf quality and impressive results from Solutions for Growth. We create effective, powerful email marketing campaigns you can count on!

Our powerful impact email communications keep your company's name and identity on the minds of your customers. According to an independent study of email service providers, Constant Contact customers enjoy:

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



Solutions for Growth's full-service email marketing takes the hard part of connecting with customers out of your hands. Our cost-effective full service email marketing program provides you with:



(914) 533-7226 x1

### **Custom Template**

We build our templates around your website design to ensure consistent branding. Using the proper colors, images, and logo will help customers instantly recognize your valuable brand. We include links to social media so customers can share your newsletter and make it the jewel in your marketing crown.

### **List Management**

We track all your contact information to personalize each high-impact newsletter so you make a direct and intimate connection with your customers.

### **Editorial Calendar**

We'll keep track of all upcoming promotions and deadlines so you stay on schedule.

### **Copywriting**

This is the key element that most email marketing companies avoid. Let Solutions for Growth's stable of scribes write the sharpest, most professional copy for your newsletters. We send you a draft for approval and ensure that your copy is expertly presented in every way.

### **Sending**

We track the optimal times to send your emails to ensure you get the best possible open and click rates.



(914) 533-7226 x1

### **Reporting**

Our thorough, easily understood reports tell you all about opens, click-throughs, opt-outs, and forwards. You'll get to know your customers' needs and habits so we can help you strategize the best way to deepen your connection with them.

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

As you might expect, email marketing has several rules of thumb, best practices, and details that can make or break a campaign. When you use Solutions for Growth, you can rest assured we understand and follow all of these rules.

With our email marketing agency, you'll save time, stay connected to your customers and clients, and ensure perfect synergy between social media and email marketing.

Focus on managing your business and let Solutions for Growth handle your email marketing for outstanding results.