

EMAIL MARKETING

Email is one of the most effective forms of marketing when targeted and used correctly.

To ensure effective email marketing; the creative is key, the subject line must encourage opens, you need to avoid any spam issues and high bounce rates.

Alongside these and as (if not more) importantly you need to ensure you target your contacts appropriately and carefully select those you will be sending too. Effective targeting and segmentation is needed for both prospect and customer lists and with email marketing is easily achievable.

KEY FEATURES & BENEFITS:

- Fast delivery of messages or promotions
- Drive traffic to your website
- Use stand alone or as part of a multi-channel campaign
- Very cost effective - no print, mail or postage costs
- Easy to report on to show responses and ROI
- Testing can be easily used to identify the most effective campaigns
- Effective data selection and content creation drives results

WHY EMAIL MARKETING?

There are many effective uses for email broadcasting including:

- Sharing promotional offers with clients and prospects
- Informing your target audience of new products or services
- Distributing newsletters, articles and other relevant content
- Reminders about exhibitions, opening dates & special events

With an effective email marketing strategy you can begin to build profitable online customer relationships. These can be further enhanced with Automation techniques to improve customer engagement - we can help you achieve this.



Stage 1. Select your target audience and any segments within this

These will depend on your business objectives: a newsletter to existing customers, a special promotion for best customers, a new product launch aimed at best prospects, etc. Data HQ can help you devise strategies for any and all segments you look to target.

Stage 2. Define the message, offer or content

Depending on the audience you are looking to target you will need to decide on the message you are looking to focus on – this will likely be driven by your marketing plan or a current business requirement.

Stage 3. Develop the creative design

You may have an in-house designer, work with a creative agency already or need to work on the design from scratch. However you want to work we can help. We can work with HTML already produced for the campaign, or work with you on the creative by supplying templates and designs for your campaign.

Stage 4. Review and test the creative, subject line and all other elements

With the design complete we will test the deliverability and flag any potential issues with the copy or other elements. This will help you achieve the best possible deliverability for your campaign.

Stage 5. Distribution to initial segments or test group

You may opt to test your campaign to a small group initially, or even test a couple of different subject lines or calls to action, to see which is most successful. We can work with you to segment and test in this way.

Stage 6. Final broadcast to remainder of list or segments

Once you are happy with the piece and any testing you chose to undertake, we will send out to the complete list of customers, prospects or both – whichever you are targeting.

Stage 7. Track and report on responses

We will work with you to track and analyse all aspects of the campaign including open and click rates, unsubscribes, most effective links and much more. This insight will help inform and even improve future campaigns.

WHY CHOOSE DATA HQ

Our extensive client list choose to work with us because, since 2001, we have built a reputation and expertise in maximising sales and marketing results through intelligent data usage.

We work with our clients to understand their customer and prospect data, implement database solutions, improve data quality, and profile customers to inform insights and strategic planning.

Our dedicated, highly experienced team of data experts will work with you to understand your business and goals to identify the most appropriate and high quality prospect data from trusted Tier 1 suppliers. This way you can target those most likely to have requirements for your product or service.

At Data HQ we focus on implementing a bespoke system to deliver to your unique business requirements.



FOR FURTHER INFORMATION CALL US NOW

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