

effective email marketing and extended services

The facts:

Email marketing is only truly effective if you apply a few rules about data, design, content and delivery.

Email marketing can be both a blessing and a curse. People expect results and responses as quickly and easily as sending the email itself. But the mere fact that email is quick, easy and cheap means you have to work harder for the communication to be appreciated.

AIT are experts in planning, designing and delivering email marketing campaigns that promote product/service awareness, generate business, and increase customer retention for any business model.



mail me...

email ma



The case for email

- Email is inexpensive compared to other contact media
- Contact data can be profiled and managed effectively
- Messages can be tailored precisely to customer needs
- Profiling allows you to deliver rich, relevant content
- Email is observable and results are measurable
- Managed campaigns build user communities and groups

Essential success factors

Campaign messaging and design for email is relatively new and innovative but, above all, is a specialist sector. From the email description to the content and the landing page each element has a specific task - AIT are experts in delivering campaigns with measurable results.

- Data must be clean and well profiled
- The information-to-promotion balance must be appropriate
- Content must be well planned and clear
- The email subject header has to pass the acceptance test
- Next (recipient) actions must be enticing and meaningful

Email and complementary marketing activity

Email is very effective when used in combination with other sales and marketing activity (postal mailers, advertising and telemarketing) and can act as the lynchpin in a multiple touch-point campaign.

Email and telephone contact

As the world becomes more virtual and automated, personal contact at the appropriate time is probably the most powerful form of influence available. There are several ways in which email can be used effectively to prepare someone for personal contact or to gauge their interest level to assess whether contact is appropriate.

Email and events

Email is the ideal medium to promote event awareness and manage attendance and communication before, during and after an event.

Keeping in touch with your most valuable asset

Customer surveys provide powerful insight in to the performance of your business and customer behaviour patterns. Email surveys provide real-time actionable information that allow you to develop/retain customers.

Product/service launch and promotions

When the timing and messaging are right, email is the most effective means of delivering promotional messages.

Educate, inform and influence

Email provides an effective means of educating recipients about your services, product developments or market trends.

Prompts or sign-posts

Email provides an excellent means to guide and educate recipients via links to more in-depth information than can be contained in an email.

The case against email

Email is not a silver bullet and simply sending vast numbers of emails will not get positive results. Email has low perceived value compared to other marketing media and has low open and response rates. It can be impersonal, intrusive and arouse suspicion or irritation. When used appropriately email marketing can spearhead and enhance any campaign - used carelessly it can damage your company's reputation.



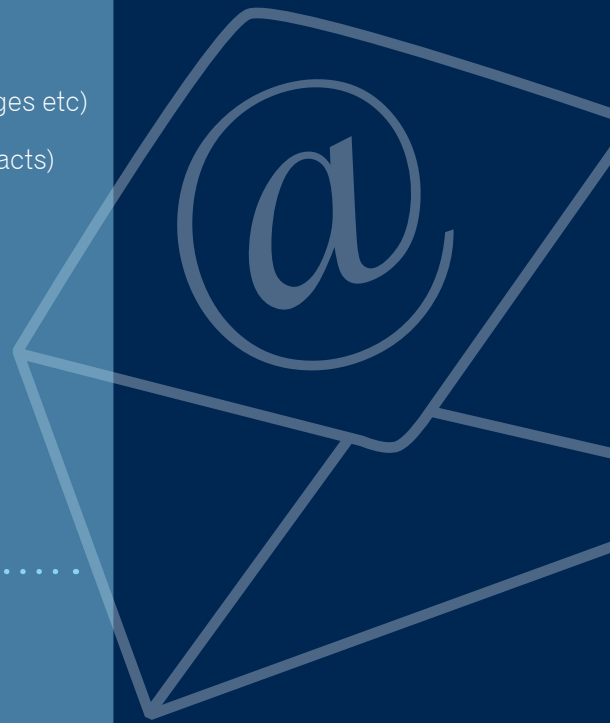
AIT's introductory email package

Discover how email can support any aspect of your business. AIT's fully managed concept-to-results email campaigns promote sales and business initiatives direct to your prospects, customers or partner network.

- Set campaign strategy - identify objectives & success criteria
- Assess your company's positioning & campaign messages
- Copy writing for email & support material
- Design email & required web support
- Create effective calls-to-action
- Create support material (print, download, landing pages etc)
- Advise on targeted data* (recommend 3 – 5,000 contacts)
- Assign email transmission module licence
- Test the email & its message effectiveness
- Send email via transmission module
- Interpret results via browser-based reports
- Analyse recipient activity & decide next actions

Campaign package £2250 (ex VAT)

*AIT can work with your data or help you acquire reliable data from professional sources, at cost. The number of emails sent does not greatly affect price. The quantity needs to be large enough to achieve meaningful results and small enough to interrogate results in what is likely to be a pilot phase.



AIT Marketing Associates Ltd.
18 Oxford Road, Wokingham,
Berkshire RG41 2XY

T: +44 (0)118 979 0005
F: +44 (0)118 979 0006
W: www.ait-uk.com