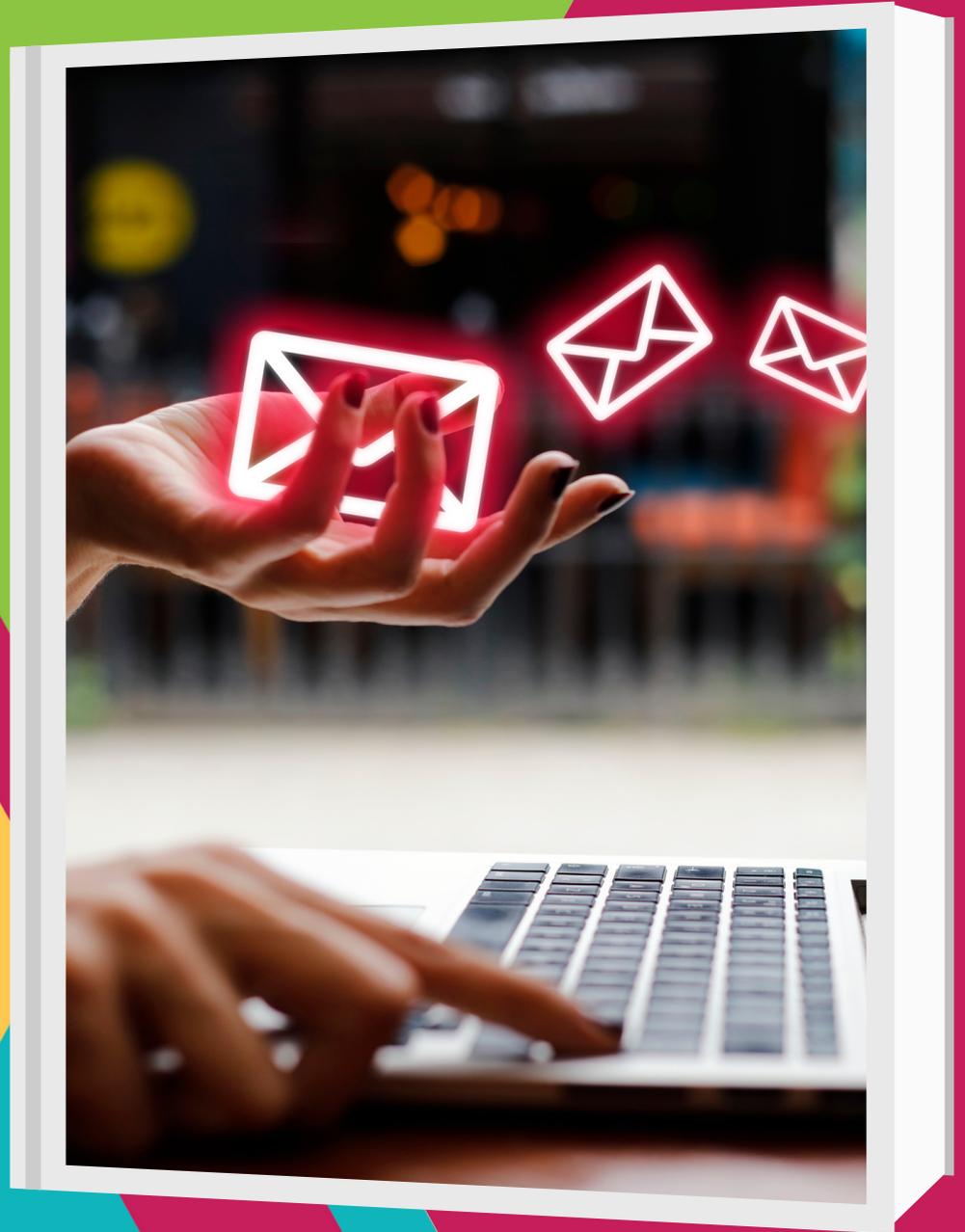


Email Marketing Service Summary



**CREATIVE
CONVERSIONS**

www.creatiiveconversions.co



Service Summary

EMAIL MARKETING

For all of our recurring services, we charge from the date the project is opened until the date invoicing takes place on the first of every month or until the date you archive or pause the campaign.

To avoid any gaps between the project beginning and the work commencing, we highly recommend that you gather all the necessary information before we begin working on your project.



Email Marketing Product

This product is either a once-off email marketing solution or a recurring monthly email marketing solution that covers the process of briefing, creating, and editing an email marketing campaign.

Email marketing in any business is often one of the most cumbersome and inconvenient marketing processes to execute, and this product brings regularity and convenience to the creation of the content of this extremely important and effective exercise in marketing.

The key to the success of this email marketing product is to ensure that the emails are extremely valuable to the audience and also created with a specific purpose each time an email is sent. One of the keys to the success of this campaign is to ensure that the emails are not only and always self-serving towards your business, but instead focused on providing value and information to the audience which in turn presents you as an expert in the field.

Purpose

- This product is for businesses that feel they can benefit from more regularly engaging with their audience and providing value and information to the audience. The goal is to remain top of mind and to nurture the relationship between your business and audience so that when they are ready to purchase, they select your business as their service provider.
- It is key to mention that the purpose of this campaign is not to sell in every message that is sent out, but instead to nurture and provide value.

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It Is Working When

- We are successfully creating and communicating the message requested and the audience is being nurtured and gaining value from the relationship.
- Your business and sales results are improving thanks to the efforts made in the email marketing campaign.
- Action is being taken by the recipients of the emails. These actions could be in the form of requesting more information, purchasing from an online store, or simply having their opinion of your business impacted in a positive manner.
- Quantitatively, this campaign is working when the following metrics are remaining or moving in a positive direction according to the industry standard for email marketing:
 1. Open rate
 2. Click through rates
 3. Unsubscribes
 4. Replies
 5. Bounce rate

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Process

Discovery

- A briefing document is supplied according to the requirements of the campaign. This can either be for a once-off campaign (bespoke and campaign specific) or for a recurring monthly email marketing campaign.

Preparation

- Our copywriting team creates the emails according to the briefing documents and the meeting.
- This content is sub-edited for your approval.

Adjustments

- Any feedback or adjustments to the content is provided to your team and implemented.

Campaign Design

- Our email marketing packages allow the inclusion of a design element in your emails, which our team will execute.

Campaign Management

- As part of our monthly packages, this feature of email marketing is included. It is an integral part of our monthly packages to set up campaigns and send emails. You may also take care of this yourself if you wish.

Campaign Reporting

- Campaign reporting is included in our email marketing service and can be expected as a part of our inclusive process.

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Inclusions

Basic Package

This package is ideal for nurturing an existing database, reminding them of your business's offerings.

Month 1

- 2 weeks required for briefing and writing
- 1 email per week for the final 2 weeks of the month

Month 2 and Onwards

- 1 email per week ongoing (4 emails a month)

Intermediary Package

This package is ideal for businesses that are only just starting out with email marketing as a strategy. The idea is to be testing the database and gather results to work with.

Month 1

- 2 weeks required for briefing and writing
- 6 emails for the final 2 weeks of the month

Month 2 and Onwards

- 6 emails per month

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Inclusions

Advanced Package

This package is ideal for getting new clients to your business from nurturing leads. The focus here is getting leads to act and acquiring new business.

Month 1

- 2 weeks required for briefing and writing
- 8 emails for the final 2 weeks of the month

Month 2 and Onwards

- 12 emails a month

Re-Ignite Campaigns

For existing clients, Costs less to keep client than acquire a new one.

Month 1

- 2 weeks required for briefing and writing
- 2 email for the final 2 weeks of the month

Month 2 and Onwards

- 2 emails a month

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What's Next?

Following the success of the email marketing campaign, we can suggest to you the following strategies:

- A LinkedIn Outreach Campaign or Lead Funnel, which will work towards growing the size of the database that the email marketing is being sent out to.
- One or more recurring monthly blogs that we can get written by our copywriting team. This will provide more content to choose from to be included in the marketing campaign.
- Increasing the frequency of the emails being sent out. This could include sending more than one email a week obviously within reason to not overuse the database.