



## Email Marketing

**Targeting your customer base accurately with email marketing is a cost effective way of increasing sales. Sending out broad interest emails to all of your contacts will often not get the response you want.**

Our managed email marketing service allows your specific customers to be targeted and to be provide with engaging emails that offer promotions, incentives or other links back to your site, its pages and products.

### **Our Email Marketing could include:**

- Personalised opt in forms to capture your customers details – If required
- Importing your existing mailing list / data base
- Targeting specific recipients from your mailing list
- Creating unique and visually engaging html emails
- Creating compelling and engaging text
- Monitoring and reporting on your campaign results

### **You can benefit from:**

Cost effective and proactive marketing

Instant results - you could see clicks back to your site pages and products in minutes

Results that you can measure and monitor

Increase in your website traffic - each email can link to specific areas of your web site.

\*Our Email marketing service is charged on the number of emails sent and the features you require.

### **Email Marketing Customer Feedback...**

#### **Matt Argyle - Marketing and Media Director at BSUPA**

"Blue Cloud Media manages the BSUPA's growing data base of newsletter sign up and sends out our regular ezine which has proved a great success with our members and has added value to our membership"

**Our Email Marketing service is charged on the number & frequency of emails sent, the reporting and design / copy writing services needed. Please contact us to find out how this service can benefit your business.**

**For more information about this service please Phone on 07752 398933 or E-mail: [info@bluecloudmedia.com](mailto:info@bluecloudmedia.com)**

