

# Brand2Email



## FOR EMAIL MARKETING, THINK BRAND2EMAIL

Brand2Media makes email marketing easy, efficient, and most importantly safe. We manage your email list, send HTML emails that comply with the CAN-SPAM act, and generate effective campaign reports that track user level message response to generate your Return on Investment.

We can help you build your email list to significantly improve the delivery of your message and overall marketing campaign. With our use of permission-based email marketing tool, Brand2Email can become your number one customer communication tool.

### Sales Promotion

Brand2Media can help you design and implement cutting edge visual templates for email campaigns that promote your store and products. The style can match your pre-established concept or can be created to suit your specific needs. Whichever design you choose, your message will be communicated efficiently and most importantly cost effectively.

### Transactional

Transactional emails are one of the most underused marketing vehicles available. They possess the highest open rates and the lowest deletion rates because they are vital to any estore operational process. Emails such as order confirmations and shipping notifications encourage subscriptions through opt ins to your email programs thereby increasing impression rates and the probability of new revenue.

### Events

Planning an event? Want your customers to know about it? Brand2Media can help you effectively build your event registration and link it with an email campaign.

## MAXIMIZE THE FULL POTENTIAL OF EVENT BASED MESSAGING WITH BRAND2MEDIA

### GENERATE HIGHER REVENUE

- Capitalize on up-sell and cross-sell revenue opportunities by including complementary products or services

### MAINTAIN BRAND CONTINUITY

- Reinforce your brand through graphically rich HTML emails

### NEW OPT-INS

- Encourage subscription to your email programs through an embedded opt-in message

### IMPROVE COMMUNICATION

- Maintain customer contact

### CUSTOMER CARE

- Track user-level message delivery and response

*To help you comply with CAN-SPAM Act, our solutions includes the opt-out link to remove people instantly.*



*The return on investment for email marketing is \$57.25 for every \$1 spent versus \$22.52 for all non email related online marketing.*

*\* The Disconnect, Bill McCloskey, November 1st 2006*

**Brand2Media**  
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# TURN KEY SOLUTION

## DESIGNING CAMPAIGNS

Personalize your campaigns with cutting edge design

## KEY BENEFITS

- Design service
- Send HTML email in proper format, tested in all the major email programs.
- Have access to statistic reports for all campaigns.
- Seamless. No logos or links in your emails.

## TRACKING AND CAMPAIGN REPORTS

- Track the number of opened emails.
- Discover from where people are clicking, and how many times.
- Export campaign reports as Microsoft Excel files.



## LIST MANAGEMENT FEATURES

- Import an existing opt-in list.
- Remove duplicates and invalid email addresses when import members.
- Clean email bounce backs off your list. Undeliverable email addresses that "hard" bounce are removed instantly. Soft bounces (away on vacation, inbox over quota, etc) stay on your list.

## TECHNOLOGY & SECURITY

- Hosted in a secure database and controlled network.
- Windows 2003 server with SQL Server 2005.

## DELIVERABILITY

- Internal "human" review process.
- Constant monitoring to ensure safe email delivery.