

# WSI Internet Solutions

## Email Marketing Plan



### Benefits

- ➔ • Keep your customers interested with newsworthy information about your business and industry
- ➔ • Keep in contact with your clients
- ➔ • Save time by creating a message that can be sent to everyone at once
- Get response rates that other mass marketing strategies can't achieve
- ➔ • An inexpensive way to get more prospects to read about your business

### WSI's Email Marketing Plan

#### Our Service

- Import existing email database into WSI eMarketer or equivalent outboard Bulk mailer service
- Integrate a subscribe form on the website to build the list
- Create an email marketing campaign by providing content ideas that can be sent to your database
- Develop an email marketing graphic template
- Track and measure the open rate, click through rate, and order rate
- Apply content and provide drafts for signoff of all email distributions

#### Our Objectives

- Create newsletter template with "refer a friend"
- Improve the quality of the current email list
- Increase brand recognition
- Drive repeat traffic to your business
- Establish long-term relationships and
- Increase sales with email marketing services

#### The Outcome

Email marketing is a proven method of keeping in touch with prospects and existing customers. It is a cost-effective solution to creating top of mind brand recognition and increase sales.

**FOR MORE INFORMATION CONTACT US TODAY!**



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