



# Email Marketing Overview

## Email Marketing: an introduction

Email has become a critical part of any firm's communications and marketing plan. It can help retain customers, keep members informed, increase sales, fill seats, raise brand visibility and help you grow your business. Email is faster and more affordable than traditional print mail, and, by some measures, it offers the best return on investment of any marketing medium\*. It's possible email might even wax your car or take the dog for a walk. It wouldn't surprise us.

But to work, email has to be done well. Content needs to be clear and compelling. Graphics need to be visually appealing. Campaigns need to be personalized and relevant. Delivery needs to be timely and accurate. And results need to be thoroughly tracked and applied to future mailings.

## And that's where Open Eye Design comes in. Together, we can:

**Manage your audience lists...** We can organize your recipients into groups, or use the advanced search-and-segment feature to find (and send to) people based on their interests, their geography, their past response and more. Your customizable signup screens let new people sign up from any spot on your website, and your customizable database lets you collect and store as much information as you like.

**Utilize industry best practices...** Whether it's following the rules of permission marketing, handling opt-out requests quickly, interpreting bounces or making sure a well constructed email is sent every time, our service can help make sure you're on board with the latest industry trends and best practices that will increase delivery rates and improve results.

**Send stylish email campaigns...** We'll Create stylish email campaigns for you and prepare the campaigns to be sent. You'll be able to proof them for problematic content, so they're accurately sent every time. Past campaigns are stored for easy access and linking later.

**Deliver with success every time...** Our world-class delivery network ensures high delivery rates through our personalized send-off, ISP relationships, and delivery policies that can be fine-tuned down to the individual mailing if necessary. Our engine handles every aspect of delivery for you, and our industry know-how helps ensure the highest delivery rates possible, every time.

**Track your results in real time...** You'll see who opened your campaign, clicked on every link, forwarded your campaign to friends or signed up to get your future emails. You'll find out who bounced (definitely didn't get your email) and be able to follow up with them. This is just part of our real-time response tracking that lets you know just about everything that happens to your campaign, as it happens. And because we store your results over time, you'll be able to learn from past efforts to make your future emails enjoy even greater success.

*\*Direct Marketing Association Response Rate Study, October 2003*

**For pricing and to sign up contact:**

**Greg Herrington at 714.785.6336 or [gh@openeyedesign.com](mailto:gh@openeyedesign.com)**

# Email Marketing Features

**OED email marketing service contains a full set of features designed to help you manage every aspect of your customer, member and fan email outreach. A quick overview of some of our noteworthy features:**

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## {audience}

**Our audience tool can import, store, manage and grow your permission lists. We can:**

Create unlimited audience groups for organization and targeting

Search & segment your audience based on demographic, response data and more

Customize your database using standard fields and wildcards created from scratch

Create personalized signup screens and confirmation emails to help grow your list

Import large lists easily and automatically clean them for duplicates and errors

Easily move members and reorganize audience groups over time

Export your audience lists and data at any time

## {campaigns}

**We'll create stylish email campaigns and send them using a sophisticated delivery network. We can:**

Personalize your emails with first names and more

Include a send-to-a-friend feature with every email

Control your own 'from' names and addresses

Get to know your audience with stylish, easy-to-use **surveys and forms**.

**Create social sharing.** See how your subscribers are sharing your emails on popular social networks like Facebook and Twitter

Send your campaigns at any time, or schedule a future delivery

Let recipients manage their preferences at any time

## {response}

**Our response section gives you easy access to your results, in real time. You'll be able to:**

See real-time totals for emails received, opened, clicked, forwarded, signed up and more (and details for who did what, and when)

View response details for entire campaigns and for individual recipients

Have bounces (hard and soft) and opt-out requests handled for you automatically

Store your past campaigns and results in your online archive, and easily link to past campaigns from your website

Create an instant, side-by-side comparison of multiple campaigns and their results

Get assistance on delivery-related matters whenever you need it

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## {more on the way}

We add new features (and refine the ones we've got) every month. So the above list continues to grow to meet your evolving email marketing needs.

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