

Email Marketing

ad intelligence



Email Marketing

What is Email Marketing?

Email Marketing allows businesses to send product information, brochures and newsletters directly to mass prospective leads with minimal setup and low running costs compared to traditional printed literature.

the low-down →

Reach more customers with minimal amount of fuss. Traditional direct mail carries the cost of printing, posting and mail house fulfilment and can take weeks to implement. A well designed email campaign can be triggered extremely quickly and can be updated regularly to provide the very latest information directly to your customers' inbox.

Ad Intelligence's creative team work closely with its clients to build individually branded email campaigns based upon their business' corporate image.

Couple an email marketing campaign with our Text2Mail system and users can opt to receive information by texting their email address to a short code number – your newsletter, brochure, price list or practically any literature is delivered directly to potential customers 24 hours a day, 365 days a year.

- Low cost – return on investment is up to 40 times greater than direct mail
- Increased sales compared to traditional direct mail
- Quick to implement
- Instant results which can be easily tracked
- Each message can be individually personalised
- Drive traffic directly to your corporate website or product information
- Integrated with Text2Mail, you can be automatically sending relevant information to warm leads whilst collecting their mobile number and email address

Benefits

to the consumer

- Subscribed users receive the very latest company information
- Information is available in their inbox to review time and time again
- No need to search for information – relevant information can be sent to specific subscribers
- When linked with Text2Mail, users can receive information 24 hours a day, 365 days a year.

to the advertiser

- Targets individuals who have opted-in to receive information
- Up-to-date information compared to mass produced generic brochures
- Return on investment is up to 40 times greater than direct mail
- Tailor information sent to specific contacts
- Direct readers directly to your website or product pages
- Instant results

Accessible

Customers can review all information at their leisure as each email is stored in their inbox.

High results

Email is the preferred primary means of business communication. Compared to traditional direct mail, Email Marketing electronically links information from each email to specific call-to-actions. 'Click here to view our latest product' for example, allows the reader to be directed straight to the relevant product information. Click-throughs can be easily tracked to review each campaign's results.

Easy integration with Text2Mail

By texting their email address to a short code, users can instantly receive your product information directly into their inbox, at any time of the day whilst your business captures their email address and mobile number for warm lead prospecting.

Rapid return on investment

The low cost of running an email campaign and the money saved by doing away with traditional printed direct mail makes Email Marketing a really attractive proposition.

In-house creative team

Our creative team work closely with our clients to build tailored campaigns that fit in seamlessly with their existing marketing mix taking care creating the templates and systems through to final deployment and ongoing management of each campaign.

Email Marketing

Get In Touch

For more information on the services and products we offer, or to arrange a web demonstration:

Text: FREETEXT to 80800

Email: info@adintelligence.co.uk

Visit: www.adintelligence.co.uk



*FreeText currently works with all mobile networks with the exception of O2. Full support for FreeText is anticipated by the end of 2006, but until then, O2 customers sending messages will be charged at standard text rates. Ad Intelligence is a division of Advanced Interactive Marketing Limited.