

Footmark Media email marketing

Email marketing is a powerful tool for keeping in contact with your customers and for keeping you in the forefront of the minds of potential new clients.

Email marketing can be used:

- to drive traffic to specific pages on your website
- to email 'leaflets' advertising new products or offers to specifically selected groups
- for newsletters, providing information, competitions and advertising to help promote your brand, products and services, and events
- for sending free resources such as news, hints and tips, and supportive documents
- for creating a customer community with customer content included in emails
- as a website 'taster'
- to promote contra product deals

Marketing emails need to be eye-catching and to have their content closely targeted at the specific customer group. We can design marketing emails which look good, have well targeted copy, and can include links to:

- **audio files** such as interviews, testimonials and audio versions for customers with visual impairment.
- **interactive** games, demonstrations, quizzes and questionnaires
- **video files** to show a new product, a clip from an event, customers' own mobile phone products, event videos etc.
- **photographs and graphics**

Marketing emails can be sent out as often or as little as you wish, with different emails to different groups or a single email to everyone. We can run your full email marketing for you, including copywriting and distributing the emails, or we can design a number of simple templates for you to use in your own campaigns.

Our full email marketing service includes:

- Expansion of email lists by collecting information from forms added to your websites
- Incorporation of your existing email lists
- Design of one-off or templated emails
- Copywriting and content creation
- Sending your emails to your lists as frequently as you require
- Removing emails from your lists for those customers who do not wish to receive your emails
- Report on increased website visitor numbers as a result of each mailout
- Analysis of user statistics through our hosting service on the effectiveness of any marketing campaign

> [Contact us](#) for more information and quotes on email marketing.

See www.footmark.com