



EmailMarketing

Email Marketing Solutions Deepen Customer Relationships
& Nurture New Prospecting Opportunities

*Transform Your Business Communication Channels
with First-Class Email Marketing Techniques*

Chances are, your everyday business functions wouldn't be the same without email, right? But aside from the mundane blast you might send out to your database whenever you can, **WSI's Email Marketing Solutions** enables the use of your inbox to evolve. Literally. The strategies we develop are more than just a blast. They are targeted, precise, and engaging, allowing you to deepen your relationships with customers as well as prospects. Before you know it, your email marketing campaigns will garner you the loyal following you deserve and you'll never look at that 'send' button the same again!

Our email marketing solutions adhere to the fundamental and ethical principles of email marketing to ensure your customer base trusts your brand. Main features of our strategies include:

- ▶ Full development of custom email templates to reflect your brand logo and style
- ▶ Implement processes for importing customers, managing bounce rates and subscribers to grow email lists
- ▶ Develop and design opt-in forms and campaign landing pages
- ▶ Segmentation of lists based on proficiencies, location, etc.
- ▶ Full service email marketing reports: manage campaigns, sends, delivers, clicks, opens, etc.
- ▶ Perform A/B split testing to drive performance and KPIs
- ▶ Full service and comprehensive training for leveraging complaint opt-in processes

Implementing a customised email marketing strategy from WSI means your campaigns immediately become more appealing to recipients. And since your customers are more than likely to check their inbox at least once daily, your campaigns will be the perfect time to:

- Promote special offers to precisely the right audience at precisely the right time
- Grow your email list faster than ever
- Deepen your existing customer relationships
- Position yourself as an expert in your niche
- Build the trust essential to taking prospects to the next level
- Increase delivery rate as well as conversion!

Implement a strategic email marketing campaign today to help nurture new and existing customer relationships!

For more information on our full suite of email marketing solutions, contact our team now!



**Email Marketing is just one of the many ways
WSI can help you reach your business goals.**

We specialise in various digital marketing solutions including:

- ▶ **Search Engine Optimisation**
- ▶ **Content Marketing**
- ▶ **Social Selling**
- ▶ **Pay Per Click**
- ▶ **Web Analytics**
- ▶ **Social Media Marketing**
- ▶ **Display Advertising**
- ▶ **Mobile Marketing**
- ▶ **Landing Page Optimisation**
- ▶ **Video Marketing**
- ▶ **Responsive Web Design**
- ▶ **Social Community Platform**

Contact us today so you can experience how we take digital marketing to the next level.