

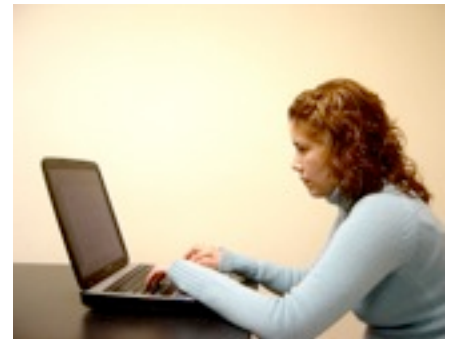
EMAIL MARKETING: An Introduction

Company: The Grandville Corporation

Contact Info: Skip Waugh

Office : 866-930-0110 ext. 2

email: swaugh@grandvillecorp.com



Today's Preferred Communication Style

Email is a critical part of any organization's communications and marketing plan. It helps retain customers, keeps members informed, increases sales, fills seats, raises brand visibility and helps you meet your goals while growing your organization. Email is faster and more affordable than traditional print mail and, by some measures, it offers the best return on investment on any marketing medium.*

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.

That's where Grandville Corporation comes in. With our help, you'll be able to create an effective communications strategy that will deliver results.

Effective Email Marketing

Characteristics

- Ability to Manage Your Audience Lists
- Utilize Industry Best Practices
- Create and Send Stylish Email Campaigns
- Deliver with Success Every Time
- Track Your Results in Real Time
- Affordability

* Direct Marketing Association Response Rate Study, October 2003

More On Those Characteristics....

What You'll Need to Be An Effective Email Marketer

Manage Your Audience Lists...

You need to easily organize your recipients into groups, or use our advanced search-and-segment feature to find (and send to) people based on their interests, their geography, their past response and more. We work with you to create customizable signup screens allowing new people to sign up from any spot on your website. You also get a customizable database that lets you collect and store as much information as you like and need.

Utilize Industry Best Practices...

Whether it's following the rules of permission marketing, handling opt-out requests quickly, interpreting bounces or making sure you're sending a well constructed email every time, Grandville makes sure you're on board with the latest in industry trends and best practices. You'll increase your delivery rates and improve your results.

Create and Send Stylish Email Campaigns...

Create stylish email campaigns/mailling using our intuitive click-and-build screens, or upload your finished html campaigns. Either way, we'll help you prepare and preview your campaigns, proof them for problematic content, and send them quickly and accurately every time. And your past campaigns are stored for easy access and linking later.

Deliver with Success Every Time...

Grandville partners with the Emma System and its world-class delivery network which ensures high delivery rates through personalized send-off, ISP relationships, and delivery policies that can be fine-tuned down to the individual mailing if necessary. The Emma engine handles every aspect of delivery for you ensuring 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 the real-time response tracking that lets you know just about everything that happens to your campaign, as it happens. No more waiting days or weeks. And because we store your results over time, you'll be able to learn from past efforts to make sure future emails enjoy even greater success.

Affordability...

When budgets are tight and you are trying to squeeze every ounce of effectiveness from your communications and marketing tactics, you cannot afford pricey solutions that do not produce results. Email is the preferred most of communications for everyone today. It is fast, easy, and inexpensive. Don't you think it is time to thoroughly explore this option?

Contact us today via email (info@grandvillecorp.com) or call directly 866-930-0110 ext. 2 to learn more about how email marketing can be an effective part of your communications strategy.