



# PUSH

PushOnline.co.uk

## email marketing

Our very targeted strategies are supported by this very powerful marketing tool - helping you, get your message, to the right people

For some time now E-mail marketing has suffered with a bad reputation, and looking at the volumes of junk email spam that flies around the virtual world it's easy to understand why. However, thankfully there have been some major changes to the way email marketing works today:

Effective systems and tough legislation are in place to prevent a large amount of email spam. New email tools, like the PUSH Email System, are far more sophisticated and effective at getting the RIGHT MESSAGE to the RIGHT PERSON at the RIGHT TIME.

Our Email Marketing Solution can be used in two ways; 1) you can buy fully managed campaigns and use the experience and skills of our Marketing Partners, or 2) we can help you put an effective email marketing tool at the centre of your marketing strategy. It's far simpler than you might think and with a fully proven system you can start getting results straight away.

If you've not thought of why you should use email marketing consider these points:

- Email marketing is still the most cost effective way to get your message right in front of your prospects and customers
- Email marketing is very easy to manage – we'll teach how to become effective with it in a short space of time and start getting results
- Email marketing is simple and easy to measure – you'll actually know what's working for you and how to improve it
- Email marketing is incredibly fast – you can run a campaign in the morning and start making sales in the afternoon!
- Email marketing is not just for big companies – companies of every size can use it to get results
- Email marketing is at the front of the new wave of 'permission-based' marketing, if you're not using it you are falling behind the competition



## **When you buy the new PUSH Email System you get:**

A dynamic, proven system that works and is used by thousands of businesses world-wide. We have carefully selected this solution after years of testing and reviewing. We have seen our clients' results skyrocket with this system and love how simple and yet powerful it is.

A unique, fully branded email template to start using straight away. This ensures you're business brand is right in front of your message and your subscribers can respond quickly.

Full start-up training to ensure you know how to use the system and can begin your email campaigns quickly and confidently.

Ongoing access to a powerful system that is constantly being updated and refined - it also meets the strict regulations to ensure you stay on the right side of current marketing legislation.

Monthly support and time with an expert who can not only help you with your campaigns but also teach you how to improve your results and fine tune your email marketing strategy.

Access and guidance on how best to collect, source and manage data. Good data is the key to good marketing results and critical for good email marketing campaigns.

Most of all; you get a system that has proven to deliver results. Response rates from different marketing methods vary but 'industry standards' suggest that a good response to email marketing is around 10% open rate (the number of people who actually open and read your email) and click-through rates (that's when a recipient actually responds to your message) of about 1-3%.

With the PUSH Email System, we've regularly produced results of over 30% open rates and click-through rates of 5-10%. We've recently run a campaign that produced 36.17% and 23.53% respectively – that's 300-400% better than standard results! We didn't spend more money on this; we just used a great system and our extensive knowledge and experience.