

MBLSolutions

creative | responsive | marketing



EMAIL MARKETING WITH SOLUTIONSMAIL
Developing relationships and response

high impact
& personal

powerful
tracking
& measurement

cost
effective
designed & coded

Email marketing with SolutionsMail

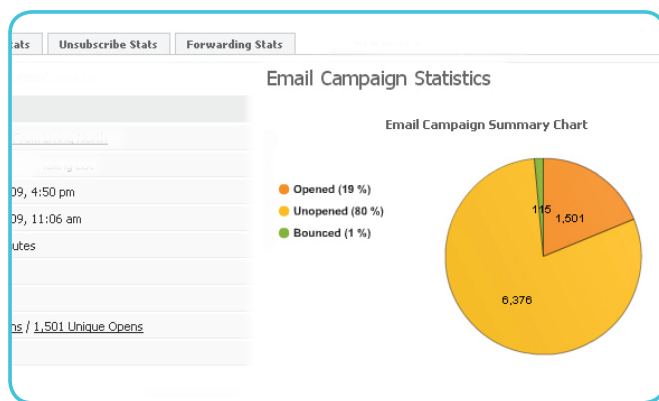
For very cost effective higher volume communications we always recommend the use of email marketing and MBL Solutions has its own email solution called SolutionsMail, which allows you to send large volumes of emails efficiently and professionally to your target audience.

Therefore it should always be a priority to capture email addresses of any prospect or customer so that they can be emailed easily in the future. This is obviously much more cost effective than postal mailings.

We use email marketing in a number of ways including:

- **single sales message emails:** “are you interested in this product or service now?”
- **newsletter / information style:** with some comments and some links to the website to access information article(s) eg. “How to manage your business more effectively doing x now” or “great recipe ideas using x.”
- **feedback and surveys:** “How has the x legislation affected your life or business?”

The great thing is that we know who clicks on individual links so we know if they are interested in different services, plus we are driving traffic to your website.



The advantages of using SolutionsMail

- Easy personalisation fields and unsubscribe links.
- Easy list import and checking.
- Typically we get a higher than industry average email opening rate.
- The emails are designed to be high impact and avoiding the issues which encourage email blocking.
- The emails are sent from remote “white-listed” servers and so increase opening rates and reduce the risk and load to your mail servers.
- Powerful email tracking and measurement:
Exactly who opened the emails and when;
Exactly who clicked on which links and when;
Who unsubscribed; Who did not receive the email because of spam filters or wrong emails addresses.



Costs

Email shot costs:

All costs exclude VAT

Initial template design: £250 includes first email shot

Each subsequent mailshot: £100 - including data import, content amends, mailing, tracking – email to unlimited addresses



A bit about the company...

Based in Newcastle Upon Tyne, MBL Solutions is unique because we're not just a web design and telesales company, we fuse technology and website development with real marketing know-how. You can be sure that we provide services which genuinely meet client objectives and form part of a coherent business and marketing plan.

We provide websites and telemarketing, lead generation and sales services to large and small companies and start ups nationally and in our local North East. We can provide fully integrated marketing strategies and campaigns or one-off projects covering a wide range of lead generation and marketing activities.

We are very proud of the service we provide. We approach every project as if it was for our own company. We work very closely with our clients to ensure that there is a clear understanding of the measurable objectives for everything we do. And then work very hard to ensure that we meet those objectives.

The **MBL Solutions Network** also includes:

MBLInspired
Gift Cards | e-Vouchers | Vouchers

webkinetics
internet marketing consultancy



www.mblsolutions.co.uk

Call us to find out more on **0191 250 4530**

PART OF THE MBL SOLUTIONS NETWORK

MBL Solutions





**Please call us to discuss
your project requirements**

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