

STRATEGIC MARKETING  
+ COMMUNICATION DESIGN

## EMAIL MARKETING

Email marketing is an essential tool for reaching your target audience and staying connected with your existing customers. Did you know that in 2014 email marketing was cited by eMarketer as the most effective digital marketing channel for customer retention in the United States?<sup>1</sup>

Whether your goal is to build brand awareness through a monthly newsletter, offer occasional promotions to loyal customers, or attract and nurture new leads, we can help you put together an email marketing campaign to meet your needs.

### SEIZE THE POSSIBILITIES

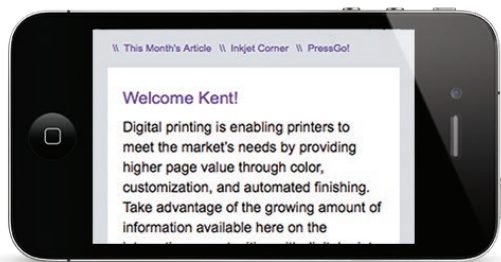
With more and more people accessing their email from mobile devices, the need for emails that work well on all devices is crucial. To ensure that your emails are mobile-friendly, we build our emails using **responsive design**—a technique that allows the email to resize and adjust its layout based on the screen size of the device being used. Then, once the emails are built, we test them extensively to be sure they will look great in whatever program the recipient chooses to view the email.

**Email personalization** is a key component to establishing a successful email marketing campaign, and it has been shown to generate a noticeable increase in open and click-through



<sup>1</sup> <http://www.emarketer.com/Article/Email-Old-Kid-on-Blocks-Still/1011047>

rates over non-personalized emails. Personalization can range from simply including the recipient's name in the subject line or salutation of an email to delivering a highly personalized email with dynamic fields and variable data, such as information based on an expressed area of interest or contact information for a local sales rep.



Frequently, a landing page or series of landing pages is created as part of an email campaign. With **custom landing pages**, you have complete control over what content is shown. Keeping the content focused and relevant to the email campaign helps to eliminate user distraction—a common reason that users do not follow through once they arrive on a landing page.

Going a step further, **personalized landing pages** can enhance a user's experience and increase the likelihood of greater interaction with your campaign—taking them from being just an email recipient to becoming an active and engaged customer.

## REACH YOUR TARGET AUDIENCE

Using tools such as Marketo, complex campaigns can be created to engage and nurture your leads. A well-planned **nurture campaign** can be an invaluable tool for progressing leads through your sales pipeline. A series of emails can be automatically deployed at scheduled intervals to keep your leads engaged. As your leads interact with your campaign and progress through the pipeline, integration with your CRM can provide your sales staff with valuable insight on a lead's activity and readiness.

**Segmentation** allows you to group your contacts based on a defined set of rules, giving you the ability to deliver a more targeted message or offer in your email. Leads can be segmented based on demographics, interests, business role, or any other data that you may have in your lead database.

**Lead scoring** is a tool that allows you to gauge your prospect's interest in your product or service by assigning numeric values to actions taken by your prospect within your campaign. As your prospect interacts with your campaign, certain actions (defined by you) will increase their score and other actions (or lack of action) will decrease their score. You can then use this score to help qualify leads and pinpoint leads that show genuine interest in what you have to offer.





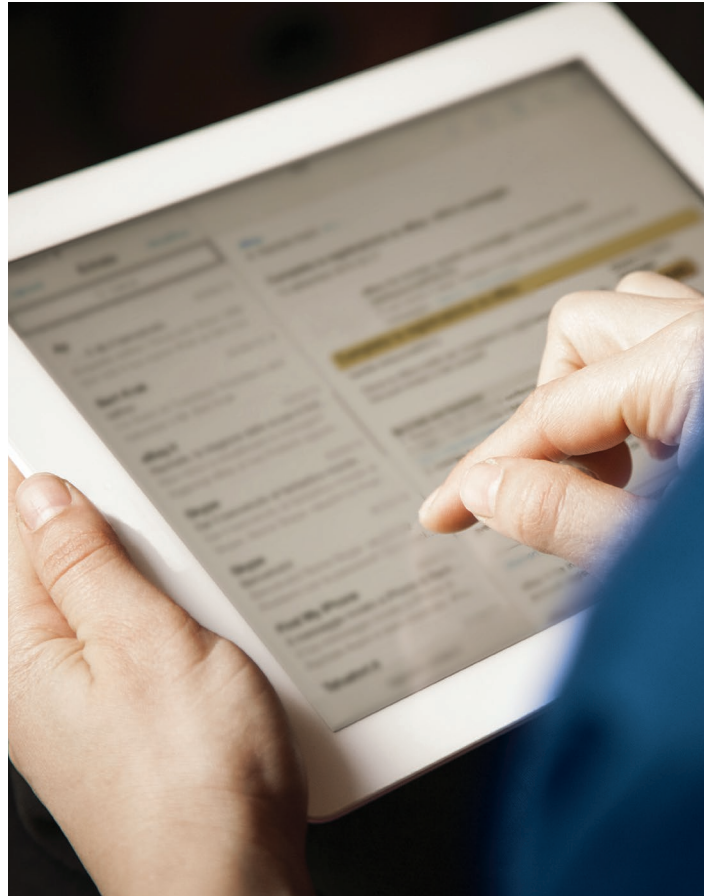
## CONTINUED SUCCESS

At some point, you may also want to consider additional ways to **grow your contact database**. One way is to use online opt-in forms. A newsletter sign-up form on your website; event registration forms; registration forms on online ad call-to-action landing pages; and customer loyalty programs sign-up forms are common methods you can use to expand your contact database and increase the reach of your email marketing campaigns.

**A/B testing** allows you to make changes to your email campaign and test those modifications to determine their effects. You can test things like different subject lines to see if you get better open rates, different promotional offers to see if one generates greater interest, or even a completely new design to see if you get better overall interaction with your email.

Knowing the effectiveness of your campaigns is vital to being able to plan for future email marketing initiatives. In its simplest form, basic **campaign reporting** can provide you with data on the number of emails sent and delivered, how many emails were opened, how many emails had soft and hard bounces, and the click-through rate for your email.

This may be enough for some campaigns, but when more detailed information is needed, advanced, in-depth reporting and analytics can give you a much greater insight into the success of your campaign. An extended level of reporting can provide you with statistics for individual links, landing page performance, lead growth, and even individual contact activity history. All of this will help you gauge the success of your campaigns, identify areas with additional opportunities, and plan future marketing endeavors.



## WHAT IS MARKETO?

Marketo's marketing automation platform allows for the creation and management of complex email marketing campaigns. With two Marketo Certified Experts on staff, we are able to provide you with a high level of knowledge and expertise in working with the Marketo platform. Our Experts have a deep understanding of Marketo and have been tested and certified in all areas of Marketo, including system administration, campaign setup and deployment, reporting and analytics, lead scoring, and contact data management.



When you work with Street Level Studio, you can be assured that you will have an extremely skilled and experienced team working on your Marketo campaigns from start to finish.

## HELPING YOU GET STARTED

Setting up and managing an email marketing campaign doesn't have to be a daunting task; let us do the hard work for you. Our team can assist you with everything from strategy and concept to building and deployment.

We have experience working in all of the major email deployment and marketing platforms—we even have two Marketo Certified Experts on staff. When you are ready to move forward with your email marketing initiative, we can work with your existing tools or we can help you choose the email marketing platform that is right for you and your budget.

From large-scale, ongoing nurture campaigns to small, personalized VIP event invitations, we can help you create email campaigns that stand out and generate results. Give us a call to find out how your business can benefit from email marketing.



## ABOUT STREET LEVEL STUDIO

After nearly 30 years of watching and forwarding change in the marketing industry, Street Level Studio has evolved as new technologies and strategies have emerged. The days of Rubylith, T-squares, and type galleys are long gone, thankfully. Fortunately, today's communication tactics allow us to provide a wider range of communication design and marketing strategy solutions for our clients.

We partner with our clients to help them reach their customers in a more meaningful way, and we believe

that the best way to gain the trust and respect of your customers is to listen to their needs as well as expressing what you can offer. This two-way conversation fosters solid relationships and long-lasting loyalty.

At Street Level Studio, we don't do sloppy. We take pride in our work and are committed to clean, captivating, high-quality work that meets our clients' needs and exceeds their expectations. Whether it's a single brochure for a local business or a comprehensive campaign for a national brand, our dedication is unmatched.



### STREET LEVEL STUDIO

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