

EMAIL CAMPAIGN SERVICE

Increase Engagement, Conversion and Sales

THE BUSINESS PROBLEM

Emails are the powerful tool that takes your message directly to your clients' and prospects' inboxes. And because it is all electronic, response to your offer can be immediate. Emails can stimulate demand, increase traffic to your website, and drive new business. It is the most direct and personal form of marketing available because your message can be tailored to a specific segment of your list. It is also faster and less costly than other forms of direct marketing. Managing the entire campaign in house can be cumbersome and leaders can lose the focus on business. You probably could do all that heavy lifting yourself, but our powerful team can do it for you more quickly, more efficiently, and with expert handling. What's more, you'll be free to focus on more strategic issues like messaging and offer development.

MIINFOTECH EMAIL CAMPAIGN MANAGEMENT SERVICE

Miinfotech offers a full service model that will simplify and optimize your email marketing campaigns. We will assist you through the entire Email Campaign process, from campaign template design, list building and segmentation to deployment, tracking and revision.



Advantages

More than 100+ Miinfotech customers are experiencing these benefits with Miinfotech.

Maximize Marketing ROI

- Email marketing is 20 times more cost-effective than traditional media
- For only a few pennies, email can drive traffic to your Website

Increase Loyalty & Profitability

- Deeper relationships drive profitability
- Email is an easy way of establishing early and long-lasting relationships
- Send newsletters, promotions, new announcements or event invitations

Drive More Conversions & Sales

- Gently lead a prospect through the sales process, provide important data and drive them to your website
- Email marketing allows you to communicate at Internet speed
- Campaign response generally occurs within 48 hours

Serve Multiple Purpose

- Generate solid leads
- Extend brand awareness
- Build brand loyalty

Whether you are new to the email game or a seasoned inbox veteran, we have expertise to offer. Miinfotech manages all types of email campaigns, from single deployments to complex, multi-message efforts. Our campaign management strategies are simple and effective, built on our ever-growing knowledge to deliver more engaging campaigns. Miinfotech Email Campaign Management Service helps you achieve your organizational objectives at reduced cost. Our Marketing Consultants provide you with the guidance you need in order to create compelling emails with messaging and design that will help increase your conversions, clicks and opens. At Miinfotech, our marketing experts can help optimize your email campaign success by:

Vision & Strategy Analysis

Based on an analysis of your business and marketing goals, our experts will design and develop a blueprint for email marketing success and take it to the next level. This will include both short term and long term marketing strategies.

Targeted Database Development / List Management and Cleaning

Targeted Email Lists are the lifeblood of any email marketing campaign. Without them, there is no point to any campaign. It is, therefore, vital that you build your list of contacts carefully. Miinfotech ensures that you are building a targeted quality list. In terms of email marketing, the old cliché holds true, "Quality is better than Quantity." Miinfotech assists clients in building quality list from client's database or its own database. We are capable of maximizing your ROI by helping you target the right individuals based on the requirements of your campaign. Our unique targeted list development methodology can help you tune up your database and keep it in good shape so that you can consistently maintain a good sender reputation.

Template Design

In line with the best practices prevalent in the industry we can provide you with innovative creative concepts to get more out of your email campaign. We've managed campaigns for clients with all sorts of strategies and objectives. Our full-time, in-house staff understands the art of email (design, content, subject line composition, etc.). Make a lasting impression with a custom email template. With Email Template Creation, our designers use your layout and design requirements to create a unique template that reflects your business or organization.

Workflow & Deliverability

Our experts will act as sentinels who will scrutinize every possible aspect to ensure that your emails reach in the intended recipient's inbox. We set a sample workflow or the campaign and share the sample with you for approval. Once you approve the sample, we are ready to schedule the campaign.

Email Activity Tracking and Analytics

Miinfotech will track and deliver activity reports relating to data clicks, opens, bounces, and unsubscribe requests. We will provide analysis of campaign performance so that your sales team can focus on leads rather hitting against the wall.

"MANY OF THE ESTABLISHED BRANDS AROUND THE GLOBE RELY ON OUR EMAIL CAMPAIGN MANAGEMENT SERVICE TO HANDLE DAY-TO-DAY CAMPAIGNS AND EXECUTION."

~Miinfotech

"Miinfotech Marketing Consultants did a good job in Email Campaign Management, on time and organized."

~Miinfotech Client, UAE

