

THE SHOP

eDIRECT EMAIL MARKETING

Discover the benefits of email marketing!

Email marketing is **convenient, cost-effective** and provides **instant response** to your promotional message. Reach inboxes of industry professionals—our entire list or segment by business categories/geographic location. It's all possible with *THE SHOP's* eDirect program!

Price: **22¢ per prospect**

What you can expect:

- ✓ **Complete Service from Start to Finish:** You supply the creative, we provide the list and deploy on your behalf. No need to worry about CAN-SPAM compliance or email technology. We do the work for you! Need help with coding and design? Just let us know and we'll assist.
- ✓ **Exclusive Share of Voice:** Your dedicated message deployed on your preferred day. eDirects are limited to one per day so you'll have the full attention of your target audience. Early reservations are recommended to ensure we can accommodate your deployment date request.
- ✓ **Full Control of the Creative:** You determine the links, landing pages and subject line. You control your message from start to finish to support your campaign objectives.
- ✓ **List Quality Guarantee:** Clean, high-quality lists with 100% deliverability and no generic addresses such as sales@, info@, and admin@. We guarantee it!
- ✓ **Post-Campaign Reporting:** Complete reporting statistics on the performance of your email, including total delivered, opened, click-through rate and click-to-open ratio.
- ✓ **Surveys:** Craft your own industry survey. You supply the questions, we build the survey and send you the reporting.