

## Discover the benefits of email marketing!

Email marketing is **convenient, cost-effective** and provides **instant response** to your promotional message. Reach the inboxes of the right industry professionals – you can use our entire list or you can use specific segments based on business category/ geographic location.

Price: 23¢ 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, open and click-through rates, and click-to-open percentage.


## Other Lead Gen Opportunities:

- **Remessaging:** eDirect add-on \$750: Re-engage within a week to keep the momentum moving forward! Send a follow-up email to those who open the primary eDirect email for a deeper level of engagement, branding and potential sales.
- **Custom Surveys:** \$5,000: Pose your questions to the industry to gain market intelligence and hard leads.
- **Webinar Marketing Program:** For only \$2,000, drive buyers to your next webinar, using the power of THE SHOP's eNewsletter and a targeted email with exclusive Share of Voice.
- **White Paper Distribution:** \$1,700: Educate the industry and collect leads at the same time. Sent to 20,000 engaged aftermarket professionals.

**THE SHOP** eDIRECT




**Your Customers Will Want to Live Their #LifeOnAir When Towing and Hauling**



When your customers are towing and hauling, the greatest gift you can give them is peace of mind.

No matter what they're loaded down with, Air Lift wants to keep your customers safe and comfortable when on the road. Keep the vehicle level and the drive comfortable by giving them the power of a #LifeOnAir.

Our network of happy customers tow anything and everything, and they'll tell you just how much of an impact adding Air Lift has had on their lives:



#LifeOnAir  
Rob Gulle