

2022 eDIRECT EMAIL MARKETING

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.
 - **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.



KRYSTAL FRANKLIN
kfranklin@nbm.com
720-566-7242

“THE SHOP did such a great job with our eBlast! We couldn't have been more happy with the outcome. I had customers that we had never even done business with reaching out and trying to get information on our new product. That just shows how dedicated the whole team is at THE SHOP in making your business grow. Will definitely be using them again in the future!”

Thomas Lamb, National Sales Manager- Aftermarket, EGR North America AfterMarket