

Content Development

E-marcom provides a full range of e-mail content development services including:

- 1. **Email Newsletters**
- 2. **HTML Graphic-Rich Communication** (Catalogs, Announcements, Special Events)
- 3. **Rich Media Email**

One of our areas of expertise is in the development and delivery of rich media e-mail. With sound, animation and visual effects, we can help you substantially increase the response rate of your e-mail campaigns. We can also add sophisticated marketing features such as Forward to a Friend options, direct telephone connection from the email and opt-in registration capabilities.

Deployment

1. **Personalization:** Improve your results with our ability to customize each email for the recipient.
2. **Segmentation:** Target and customize your email for a particular demographic with the ability to segment that group, and differentiate what you send them.
3. **Scalability:** Whether you are sending email to one person or 50 million, our system can scale to meet your needs.

Pricing

When we deploy an e-mail campaign to a client's Opt-In list, our pricing structure ranges from \$0.065 to \$0.0075 per address. A \$100.00 set up fee may apply. Call us for more details.

Email List Broker

Not all of our clients have opt-in e-mail lists. For those clients that need help with sending their message to a targeted list, we act as a list broker working with our clients to find and recommend an appropriate list meeting our client's demographics. The cost for each name on the list will vary depending on the parameters and size of the list. Call us for questions on a list you may be seeking.

Reporting

Receive instant feedback on exactly how each recipient responds. Our response tracking shows you exactly how each recipient responded to your message the very moment they responded. With our tracking system it is the same as having your brochure talk back to you. Our reports include:

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| 1. Response Rates | 4. Click-Through Rates |
| 2. Forward To A Friend Rates | 5. Various Other Viewing Rates |
| 3. Bounce Rates | |

