

Effective email marketing to support your sales

Introduction

If you need to reach people fast our email marketing services will help you to get the results you need. We provide you with a comprehensive email marketing service that delivers everything from professionally written copy to eye catching design. There are many benefits of email marketing including reducing marketing costs and easy to measure results.

Our email marketing services are underpinned by an industrial strength, proven email marketing technology that guarantees a high deliverability rate and has a unique heat map to track click throughs. You can see what content is hot and what is not straightaway. We provide both ad hoc pay-as-you-go or bespoke managed email marketing services to suit your needs. Legal & General, FlavorActiV and ITRS Group are just some of the companies that have benefited from our email marketing services.



Product Overview

Email marketing continues to grow in popularity and is an ideal way to get a message or promotion to your target audience quickly and cost effectively.



Email is used more than social media as a primary tool for communication and it is growing in its marketing efficacy. Email marketing usually generates a 300% or more return on investment (Econsultancy

2009), making it one of the most cost-effective and valuable marketing tools available.

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If you need flexible email marketing services that you use on an ad hoc basis our Pay-as-you-go email service is for you.

Alternatively, we provide bespoke managed email marketing services. We provide you with a comprehensive email marketing service that delivers everything from professionally written copy to eye catching design.

Email Marketing Benefits

Email marketing is a fast and cost effective way of getting your message to the right people to keep you in the mind of those that matter most. Professionally produced emails can help you to up sell and cross sell to your existing customers. Benefits of email marketing:

- **Market intelligence** – excellent reporting allowing you to better focus marketing effort
- **Quick and low cost** – helping you to maximise your marketing budget
- **Easy to deliver** – enabling you to reach a wider audience
- **Dynamic and interactive** – ensuring you stand out from the competition
- **Great for communicating** – promoting new products and services
- **Attention grabbing** – driving more traffic to your website
- **Unique heat map** – identifies readers' interests enabling you to optimise your emails
- **Supports up selling and cross selling activity** – increasing your sales
- **Keeps you in peoples' minds** – and ahead of your competition

What the Clients Say

"The results from the campaign have been very strong, particularly given the pressure on time and the tough requirements we placed on Incognate. Most people would agree you need real response ability from your trusted agencies. I think it would be fair to say that Incognate proved they have a great deal of that and we are now discussing working with them much more regularly." **Alan Ferguson, Marketing and Channel Development Director, L&G**

"Having outsourced our email marketing campaigns to Incognate, I am impressed with their commitment to quality, attention to detail, professionalism, customer service, enthusiasm and extra effort they put into our campaigns to make them successful. We would not hesitate to recommend Incognate to others looking for business to business marketing campaigns." **Dale Smith, Marketing and Communications Manager, FlavorActiV.**

Clients



Pay-as-you go Emails

Our 'Pay as you go' email service provides you with a completely flexible approach to email marketing and no monthly costs. You choose what you send, when and how much support you need from our team.

There is a fee for the initial set up that includes:

- Designing an email template to match your branding
- Copy-writing/editing of your first email
- Uploading your data and segmenting
- Creating sign up forms linked to your website
- Testing your email content to eliminate spam triggers
- Sending the email to up to 1000 email addresses
- Reporting back using our unique heat map and providing you with details on all metrics including open rates and click throughs

We also offer optional supplementary services including advanced reporting, and project management.

L & G Case Study

Incognate created and sent out three emails focusing on the different aspects of business protection. The initial email highlighted Legal & General's ground-breaking research, the second demystifying some of the technical terms and the final email pointed to more information and how to get selling.

The emails were different to the usual email format sent out by Legal & General internal team as they contained more information and contained powerful subject lines such as; 'Where's the Money?', 'Find the cash...', and 'Reap rewards with Business Protection'. Test emails were sent with different subject lines initially to gauge both the best time for sending the emails and to find out what got the most open rates.

Sent over a three week period during November the open rates across all three emails were an incredible 30%, which far outperformed any other email campaigns (*industry average open rates 17.5%*). Sending a series of emails helped to reinforce the message, drive traffic to the business protection website and delivered numerous enquiries.

About Incognate

Incognate provides a wide range of business marketing services including copywriting, email marketing, telemarketing, website development and media relations. If you need to increase sales, communicate more effectively with company stakeholders, or raise your media profile – we can help you.



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