

Email Marketing

Email Marketing:

Emailing is an affordable way to market your business that can generate an immediate response. Unlike direct mail, there are no materials or postage expenses. Email marketing is 20 times more cost effective than direct mail.

JW Specialties designs effective email campaigns that highlight the added values of your business. After we develop and design your campaigns, we distribute your message to your list or a target subscribed audience.

Email Marketing Benefits:

- Pro-actively communicate with your existing customers and prospects
- Introduce new products, services or events
- Easily distribute discounts or promotions



Our team manages your program and stays in regular contact with you to schedule your next E-blast, request content ideas, update your lists and provide detailed reports.

5 Ways to Keep Your Email Blasts Fresh & Effective:

Newsletters:

Keep your customer base updated on news in your industry. This is also a perfect opportunity to educate your clients and prospects about your services.

New Products:

Don't feature the same products over and over. Show your customers the "new stuff".

Specials:

Email broadcasting is an effective way to promote your daily, weekly or monthly specials.

Reminders:

This is a perfect way to remind your customers to reorder seasonal products so they don't get hit with rush charges.

Introductions:

Is there a better way to introduce your customer base to new members of your sales team?

For More Information or a Quote: 260.627.0717

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