SOUND PUBLISHING INC
COMMUNITY DELIVERED

TARGETED EMAIL MARKETING

Reach a targeted audience right in their inbox with a professional email campaign. **We build the list of recipients** and **send the email for you**.

ABOUT OUR EMAIL MARKETING PROGRAM

- We adhere to best practices to ensure the deployment of engaging and responsive emails on all devices, which improves engagement rates.
- Our mailing systems leverage numerous IP addresses, servers and software to optimize campaigns for the highest possible inbox delivery.
- We are 100% CAN-SPAM compliant and follow all DMA guidelines.

CREATIVE EXAMPLES

WHY EMAIL MARKETING IS A GOOD IDEA

248.7 MILLION

In the U.S. alone, it's estimated that there are approximately 248.7 million users of e-mail and that number is projected to grow every year.[1]

61%

61% of U.S. consumers prefer to be contacted by brands via email, in fact it's the leading channel; the second most preferred is Direct Mail at 18%.[2]

34.3%

34.3% of small-to-medium sized businesses state that the return on their email marketing investment is "good". These businesses are seeing an average return of 5-9x their investment![3]

TARGETING THE RIGHT INBOXES

When building your email campaign, we create a targeted audience list that meets your demographic and location criteria. We offer a broad range of targeting categories, all of which are configurable to key-in on the right audience for your message.

- By location (i.e., city, county, state, zip code, DMA)
- By age, gender, education, income, etc.
- By areas of interest (i.e., cooking, travel, sports and more)

BUILDING THE EMAIL

We build all of our emails using HTML for eye-catching creative that looks great on desktop, mobile and tablet.

What You Do

- Tell us about what you want your email campaign to accomplish. For example, do you want to want to sell more of a specific product? Do you want to drive foot traffic to an event?
- Provide the content for your email message, this includes the subject line, the copy, and the offer or call to action for readers of the email.
- Provide a link that interested email viewers can click on to learn more about your business, products, and events. This online destination can be a landing page created specifically for this email campaign, your website, or even your Facebook page.

What We Do

- We build your email message with the content and images you provide. If you don't have images, we can select appropriate ones for you. Once we've drafted your email, you will be able to review, request revisions, and approve its design
- Send the email to your target audience.
- Provide performance reports for your email campaigns so you can see how many times your email was opened, and how many clicks you received on any links in the email.

Sources:
[1] "US Digital Users eMarketer Forecast", eMarketer, 2016; [2] "Adobe Consumer Email Survey Report, Adobe Systems, 2017; [3] "Local Commerce Monitor (Wave 20)", BIA/Kelsey, 2017