

## TYPES OF MARKETING EMAILS

Email campaigns are sent with a specific purpose in mind, whether it's to promote a special offer, encourage users to visit and interact with your website, or turn prospects into potential customers.

## BENEFITS OF EMAIL MARKETING

Marketing emails can fulfill several purposes for your company or organization, depending on their content. Their main benefits include:

- Promoting your products or services
- Building engagement with your brand
- Driving traffic to your website
- Turning prospects into customers
- Turning one-time buyers into loyal fans

## WAYS YOU CAN HELP US BUILD A GREAT EMAIL MARKETING CAMPAIGN

In order for our graphic designer to create an eye-catching and engaging email, we need some things from you...you know your company best!

1. **Logo** - Make sure your marketing emails are on brand. Your customers should be able to tell who your email is from as soon as they open it. Every email sent should feature your logo, brand colours and any other branding elements. We can use most formats but please refrain from sending us screen shots or poor quality images.
2. **Images** - If you have any product shots, or particular images that you would like to include, please supply these once again in a high resolution format. Original photographs are preferred to screen shots or images cut & pasted from websites.
3. **Contact Information** - Please supply the contact details you would like shown on your email, such as contact name, email address, full business address, contact phone number, social media links (URL) and website address.
4. **Brand Guide** - If you have a Brand ID Guide this can be useful. Our designer can use this to create a cohesive, consistent look and feel throughout your marketing.
5. **Campaign Specific Information** - Who is your target audience / what is the main purpose of the campaign? / is there any specific company/product details you want to include? / do you have a specific goal in mind?
6. **Your thoughts/comments** - If you have a bright idea that you think would work, talk it over with your Maximise consultant and they can pass your ideas on to the designer. This gives the email a personal touch that will appeal to clients.
7. **Content** - Our designer will use your guidelines & information to create the written and graphic content for the email. Your email may include specially created graphics (banners etc.) and it is normal to receive two to three options to choose from.

NB. If content/images need to be sourced from your website, social media or other resource, then additional costs may apply.

*Our designer will use the information you supply to create attention-grabbing, personalized emails. A draft copy will be sent to you and any required edits made. Once we have your approval on the final campaign email, we'll take care of the rest!*



**SUPA KARTS**  
NEXT LEVEL KARTING



For your next big night out grab some friends and head to Supa Karts for some...

**HIGH ADRENALINE  
HIGH OCTANE FUN!**

It's your big "DO" and we want you and your mates or the ladies to have a day or night to remember (for all the right reasons!)

**SPECIAL OFFER**

Book and pay for 5 people or more and the Hen Or Stag race for FREE!!!

Do you want to Organize a Do that everyone will remember?

**WE'VE GOT YOU SORTED!**

We're taking bookings now for group events, so give us a call (03) 347 9425 to set a date, or visit our website.

[BOOK ONLINE NOW](#)

Have questions? Check out our [website](#) or email us at [racing@supakarts.co.nz](mailto:racing@supakarts.co.nz)

[WWW.SUPAKARTS.CO.NZ](http://WWW.SUPAKARTS.CO.NZ)

Supa Karts, 91 Buchan Street, Sydenham, Christchurch, Canterbury 8011, NZ, 03 374 9425  
[Unsubscribe](#)



<< Company Logo

<< Target Audience

<< Tagline

Theme >>

Product images >>

Product info >>

<< Call to action

<< Brand ID - font  
Company Logo >>

<< Contact details

<< Social media link

Examples of emails and things to consider...

Are you able to supply these elements?



Santa has sprinkled some Christmas cheer on our filters! Now is your time to save.



WH2 20" System  
\$295.00 +gst for one  
\$295.00 +gst (each) for three or more (Whole House Twin Filtration System)



20" Cartridge Set  
\$52.00 +gst for one  
\$47.00 +gst (each) for three or more



Offer closes 15th January 2025...Sleigh Bells not included

**NatureZone Water**



Have questions?  
Call us on 0800 69 69 66  
Or email the team at [info@naturezonewater.com](mailto:info@naturezonewater.com)

[VIEW OUR WEBSITE](#)

Nature Zone Water, 3 Royalist Avenue, North New Brighton, Christchurch, Canterbury 8083, NZ,  
0800 69 69 66  
[Unsubscribe](#) [Manage preferences](#)

**PRO FRAME**  
ALUMINIUM DECK FRAMING

[www.proframe.co.nz](http://www.proframe.co.nz)

Deck framing made easy with an aluminium joist, bearer and jack system designed for builders, by a builder. We are proud to present Dasso CTECH Bamboo Decking as a Cost Effective - Quick & Easy - Sustainable - Durable Decking Alternative.



**dasso\_nz**

Quotes & Enquiries




**The Builders Choice in Aluminium Framing**  
The ProFrame system is quick and simple to install, durable and cost effective. Ideal for builders and




**Dasso CTECH Bamboo Decking**  
The hardwearing, cost effective choice for all your exterior decking. Talk to us to see if CTECH is right for your next






**ARE BUSINESS PRESSURES WEIGHING YOU DOWN?**



Low Sales? | No Reach? | Low Profitability? | Lacking Direction?

**WE'VE GOT THE SOLUTION**



**Your Complete Sales Solution**  
We work with industries across a wide range, from small starter businesses to larger established clients. Think of us as part of your team, working with you - for you. See what some of our satisfied clients have to say: [Click Here](#)

**What We Offer**  
The services we offer include:

- Sales Strategy
- Customer Strategy
- Customer Service
- Telemarketing
- Promotion
- Marketing
- Free Consultation

**Our Objective....**

- Generate new sales / Prioritise customer service.
- Have a professional team promote your company.
- Achieve sales without the need to hire staff.
- Target businesses you want more business from.
- Optimise any opportunity to gain positive standing in your market.

*Real Results - Real Growth*

Visit our website: [www.maximisenz.co.nz](http://www.maximisenz.co.nz)

*Don't Delay...Call Us!*

Maximise NZ Limited, Christchurch, Prebbleton, Christchurch, Canterbury 7604, NZ. 021 548 857  
[Unsubscribe](#) [Manage preferences](#)

Company Logo >>

<< Target Audience

Special Offer >>

<< Features


<< Benefits

<< Tagline

<< Call to action

<< Contact details

**SIGN PURSUIT**  
Vehicle & Building Signage



**Monthly Special**  
\* **10% off**

\*Discounted 10% off all quotes across the board valid from 21/05/23 - 30/05/23

**What We Offer**  
In need of new signs, updating your branding, or simply looking to stand out? For all your vehicle and building signage, we're the sign shop for you. With 20 years of experience in the signwriting industry - from design through to installation we offer a full range of signs to help promote your business and get you noticed.

[View Website](#)

**Outstanding Service**  
We pride ourselves on having the friendliest and most outstanding service. We are constantly updating our systems, equipment and processes to ensure our customers keep coming back. Service with a smile.  
[Read more](#)

**Excellence In Design**  
Out of the box ideas and thinking, no project too big or too small. Exciting and visually striking design and branding ideas, from concept to the final product. Our excellence in signage design sets us apart as the place to go for the best looking signs in town.  
[Read Testimonials](#)

**Competitive Pricing**  
A full range signage products from vehicle signs, fleet graphics and full car wraps to everything building signage on offer. Our prices are sharp and our response time keeps our customers coming back for more. Don't forget to ask about our extensive range of other products on offer, from flags, banners, exhibition signage, stickers and digital print to window graphics, point of sale, displays and much more.  
[Get a Free Quote](#)

**Our Services Include:**

Vehicle Graphics	Building Signage
Fleet Signage	Channel Letters
Car Wrapping	Plinth & Pylon
Stickers & Printing	Fascias & Panel Signs
Window Graphics	Illuminated Signs
Window Frosting	3D Letters
Footpaths Signs	Lightboxes
Flags & Banners	Billboards
Corflute & ACM Signs	Laser & Routercut
Safety Signage	LED & Neon
Exhibition & Display	Wall, Floor Wraps
Business Cards	Design and much more...

[Contact Us Today!](#)

**SIGN PURSUIT**

Sign Pursuit, 2/200 Annex Road, Middleton, Christchurch, Canterbury 8024, NZ. 03 338 0766  
[Unsubscribe](#) [Manage preferences](#)

<< Graphic image examples



**SUPA KARTS**  
NEXT LEVEL KARTING

A great way to de stress yourself and staff and clients.  
A new track design, no speed bumps, no traffic lights, no raised intersection, no roads works, no road cones, just put your foot down and prepare to be adrenalized.  
To top this off, pizza for all at the end of the race.  
Supa Karts have an offer of, two people from your social club or management team to come down and do 20 laps around the newly configured track. To check us out and report back to the office how good an experience it was.  
The special price is \$45 covering both people.  
Just phone Supa Karts 03 - 374-9425 to book a time.  
We would like to discuss possibilities of corporate challenges with you, whether it is different sections of your company or other firms racing against each other, winner takes the bragging rights.  
Regards



**HIGH ADRENALINE  
HIGH OCTANE FUN**

**FUN NIGHT AT THE TRACK**  
BOOK AN ADRENALINE PRICED  
WE'RE TAKING BOOKINGS NOW FOR WORK FUNCTIONS & GROUP EVENTS, SO GIVE US A CALL (03) 347 9425 OR GET A CABE, OR VISIT OUR WEBSITE.

It's that time again! Let's celebrate the end of year and festive season with some...  
**HIGH OCTANE FESTIVE FUN!**  
We've got some amazing offers lined up in time for the 2024 festive season and end of year celebrations.


*Offer One: Deluxe & Discounted Christmas Racing Events*  
*Offer Two: Weekend Team Endurance & Individual Grand Prix*  
*Offer Three: Weekday Team Endurance & Individual Grand Prix*

For more details and prices click on the links below to view and download our flyers.

[Special Christmas Events - Offer One](#)

[Weekend Team Endurance & IGP - Offer Two](#)

[Weekday Team Endurance & IGP - Offer Three](#)



NOTE THE SAME OLD BOSSING WEEK DO AGAIN?  
I KNOW...I wish we could do SOMETHING FUN!!

Remember, we can organize corporate & team building events, stag & hen nights, social events and kids parties. And so much more!

[BOOK ONLINE NOW](#)

[f](#)