## 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 eyecatching and engaging email, we need some things from you...you know your company best!

- I. 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 to 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!









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'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

#### WWW.SUPAKARTS.CO.NZ

Supa Karts, 91 Buohan Street, Sydenham, Christohurch, Canterbury 8011, NZ, 03 374 9425

<u>Unsubscribe</u>

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<< Company Logo

# Examples of emails and things to consider...

Are you able to supply these elements?

<< Target Audience

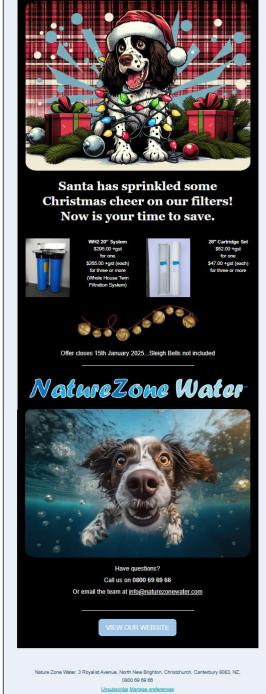
<< Tagline

Theme >>

Product images >> Product info >>

<< Call to action

- << Brand ID font Company Logo >>
- << Contact details
- << Social media link









low Sales? | No Reach? | low Profitibility? | lacking Direction?

#### WE'VE GOT THE SOLUTION



Your Complete Sales Solution

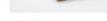
We work with industries across a wide range, from small starter businesses to

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:



What We Offer

The services we offer include:

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

Click Here

## 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.

Visit our website: 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

NEXT LEVEL KARTING A new track design, no speed burns, no traffic lights, no road cones, just put your fool 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 was lared a rules of the people from your solves tool or initialgement team to wan and do 20 laps a round 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 the bragging rights. **FUN MIGHT AT THE TRACK** 



Vehicle & Building Signage **Monthly Special** 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. Excellence In Design Competitive Pricing Competitive Pricing
Alti range singuage products from
whice signs, fleet graphics and full
car wraps to everything building
signage on offer. Our prices are sharp
and our response firm leveges 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. Our Services Include:

<< Graphic image examples



