

edit media pty ltd

96 THISTLETHWAITE STREET  
SOUTH MELBOURNE, VIC. 3205

P: 03) 9696 5844

F: 03) 9696 4985

[www.editmedia.com.au](http://www.editmedia.com.au)

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## email marketing: an introduction

Email has become a critical part of any firm's communications and marketing plan. It can help retain customers, keep members informed, increase sales, fill seats, raise brand visibility and help you grow your business. Email is faster and more affordable than traditional print mail, and, by some measures, it offers the best return on investment of any marketing medium\*. It's possible email might even wax your car or take the dog for a walk. It wouldn't surprise us.

But to work, email has to be done well. Content needs to be clear and compelling. Graphics need to be visually appealing. Campaigns need to be personalised and relevant. Delivery needs to be timely and accurate. And results need to be thoroughly tracked and applied to future mailings.

And that's where we come in. With our help, you'll be able to:

### Manage your audience lists...

You can easily organise your recipients into groups, or use our advanced search-and-segment feature to find (and send to) people based on their interests, their geography, their past response and more. Your customisable signup screens let new people sign up from any spot on your website, and your customisable database lets you collect and store as much information as you like.

### Utilise industry best practices...

Whether it's following the rules of permission marketing, handling opt-out requests quickly, interpreting bounces or making sure you're sending a well constructed email every time, our service can help make sure you're on board with the latest industry trends and best practices that will increase your delivery rates and improve your results.

### Create and send stylish email campaigns...

Create stylish email campaigns using our intuitive click-and-build screens, or upload your finished html campaigns. Either way, we'll help you prepare and preview your campaigns, proof them for problematic content, and send quickly and accurately every time. And your past campaigns are stored for easy access and linking later.

### Deliver with success every time...

Our world-class delivery network ensures high delivery rates through our personalised send-off, ISP relationships, and delivery policies that can be fine-tuned down to the individual mailing if necessary. Our engine handles every aspect of delivery for you, and our industry know-how helps ensure the highest delivery rates possible, every time.

### Track your results in real time...

You'll see who opened your campaign, clicked on every link, forwarded your campaign to friends or signed up to get your future emails. You'll find out who bounced (definitely didn't get your email) and be able to follow up with them. This is just part of our real-time response tracking that lets you know just about everything that happens to your campaign, as it happens. And because we store your results over time, you'll be able to learn from past efforts to make your future emails enjoy even greater success.

\*Direct Marketing Association Response Rate Study, October 2003