

Message Direct™



Leverage the power of e-mail marketing with Message Direct, a specialized product for personalizing and tracking your e-mail campaigns and measuring their performance. Message Direct enables you to:

- Reduce marketing costs – reach each customer or prospect for pennies by eliminating printing, mailing and media expenses.
- Retain more customers – stay in front of your customers with relevant, timely messaging that encourages dialogue and helps increase their satisfaction.
- Reinforce your brand – graphical, interactive messages make a memorable impact.

Use Message Direct as a full-service product or turnkey solution to upgrade your e-mail marketing campaigns.

E-mail marketing is fast, personal, interactive and cost-effective when compared to traditional marketing tactics. Consider:

- The average cost of an e-mail is 3 to 10 cents, compared to \$2 for direct mail and \$3 for telemarketing.¹
- E-mail marketing response rates average 5–15%, compared to 1–2% for direct mail and .005–1% for online banner advertising.²

E-mail marketing also allows you to engage customers in dialogue, which can improve customer satisfaction, yield faster feedback and reduce customer attrition. With targeted e-mail marketing solution Message Direct, you can add an essential capability to your marketing and communications efforts.

Create

Quickly develop custom e-mail campaigns

- Personalize messages for each customer/prospect
- Incorporate your brand, copy and images

Deliver

Send personalized messages

- Manage customer lists
- Deliver messages in HTML or text automatically
- Comply with industry privacy and permission-based marketing standards

Track

Access real-time online reporting

- Evaluate your campaign instantly with critical metrics such as e-mail opens, click-throughs, forward-to-a-friend, unsubscribes and more.

Research

Capture input from your audience

- Embed online surveys in your Message Direct e-mails
- Recipients respond directly to the message
- Access results within Message Direct tracking

Message Direct can be tailored to your resources and needs. Full-service, self-service or a combination of both, Message Direct provides a comprehensive e-mail marketing solution from content creation to campaign management.



To learn more about this unique product offering, contact us today.



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¹Source: McKinsey & Company ²Source: Jupiter Communications