

Page reference: About Us

Title: Tailored Email Marketing & Consultancy | eMetrics.co.uk

Description: Attract more customers and make more sales with our bespoke email marketing & consultancy service | Call 01522 542520 or visit us online

Keywords: email marketing, email marketing consultancy, email marketing services, email marketing consultancy services

## **H1: Consultancy Based Email Marketing**

When it comes to implementing successful email marketing campaigns, it's no good having the tools if you don't know how to use them. So often, companies in this field are happy to sell you the software – but never provide the support on how effectively to deploy their systems to help you make more sales.

At eMetrics we're different. Founded on a philosophy that our email marketing consultancy services are more important than our state of the art email marketing technology, we provide truly bespoke solutions that help you achieve the maximum return on investment from your email marketing campaigns.

Backed by the large and experienced marketing team at Technicks – who've been delivering over one million client emails every month since 1999 – our dedicated email marketing service will not only give you the shovels, but also show you where to dig. That's why our clients are far more likely to strike gold than with our competitors.

We won't sell you a sophisticated piece of email marketing software then leave you high and dry. We'll actually show you how it works, why it works, and how it can fit into your current digital marketing mix. The end result is that while others fiddle around trying to send their first email, you'll be mastering and implementing advanced email marketing techniques.

To discuss your email marketing strategy today, simply complete the contact form on this page or call us on 01522 542520.

Page reference: Services

Title: Email Marketing & Consultancy Services | eMetrics.co.uk

Description: Improve sales conversion and client retention with our tailored email marketing & consultancy services | Phone 01522 542520 or visit us online

Keywords: email marketing, email marketing consultancy, email marketing services, email marketing consultancy services

## **H1: Bespoke Email Marketing & Consultancy Services**

Deploying the latest email marketing software is all well and good, but what if you haven't been trained how to use it properly? In our experience, lack of tailored support is the main reason companies give up on email marketing – or never even try.

You'll be happy to learn the team at eMetrics offer a more consultancy based solution. We move beyond the tools to focus on a holistic approach to your digital marketing strategy. Sure, our email marketing software is advanced, powerful and crucial to the whole process, but only when placed in knowledgeable hands. We only turn to our cutting edge systems when you're confident you can make the most of the technology.

In this context, we hold your hand through the whole process of establishing baseline customer value metrics, and setting up and running an email marketing campaign. We then show you how to drive potential customers through your sales funnel - and then in turn how to monitor the results of your campaigns in line with your new goals.

## **H2: Email Marketing Packages**

Our tailored email marketing packages include the following core elements:

- Bespoke email marketing consultancy services to help build your campaigns
- Access to our easy to use but powerful email marketing software
- Help with conversion based website design and custom email templates
- Tailored credit plans for email broadcasts, for between 10,000 & 300,000 emails
- One time low set up fee to help get you started with the minimum of hassle

## **H2: Email Marketing Consultancy**

Depending on the size of your business and the sector you operate in, we provide consultancy solutions on a bespoke basis to help take your email marketing to the next level. What that level is will be determined by your unique business goals, growth potential and the overall marketing strategy you deploy.

The aim of our consultancy service is to ask questions of your business to discover how you operate – then help you define specific goals to be achieved through your email marketing campaigns. If you're currently going straight for the sale, we might find it's better to educate your market before trying to close the deal. Or conversely in the course of our analysis we may reveal you actually need to cut to the chase and go for the sale much sooner. We'll analyse, implement and test to ensure your goals convert.

Whatever the unique demands of your business and client base, our consultancy service will help you better understand, define and achieve your goals through email marketing.

We'll assist you in streamlining your operations, growing your customer base and enhancing your bottom line.

## **H2: Email Marketing Software**

From the first moment you log into our proprietary email marketing software, you'll be impressed by its scope and potential. You'll also be pleasantly surprised that despite its myriad features – it's still very easy to use.

Once you're ready to start using the system, you'll be able to create new niche segmented or offer specific mailing lists, produce attractive email newsletters and monitor the conversion rates of your campaigns in a snap.

Perhaps other email marketing software shares some of the same features, however, no other company provides the consultancy, training and personal support necessary to truly make the most of these powerful technologies. That's why our clients tell us we're a breath of fresh air when it comes to understanding and successfully deploying email-marketing campaigns.

Our easy to use email marketing software gives you the ability to:

- Set up and segment multiple email lists for different offers and products
- Integrate signup forms on your website, landing pages and social media pages
- Broadcast one-off emails or full autoresponder series for maximum ROI
- Monitor and tracks results to assess open, click through and conversion rates
- Develop sophisticated and great looking email marketing campaigns in a snap

For help with your email marketing strategy, complete the contact form on this page or call now on 01522 542520.

Page reference: FAQ page

Title: Email Marketing FAQ | eMetrics.co.uk

Description: Read our frequently asked questions about email marketing | Phone 01522 542520 or visit us online today

Keywords: email marketing faq, email marketing, email marketing consultancy, email marketing services, email marketing consultancy services

## H1: **Email Marketing FAQ**

### **Q. How can I build an email list?**

Building an email list is a relatively simple process if you start from the position of calculating how much each customer email is worth to you. By this we mean analysing your whole digital strategy, identifying the target audience for your email marketing campaigns – and establishing why and how we are going to engage with them.

Engagement is the key factor in email marketing, and the more effectively you create a two way discourse with your client base – with the aim of turning ‘lookers’ into ‘buyers’ – the more success you’ll enjoy.

Once your key campaign metrics are established as a baseline, you can then assign a lifetime value to the collection of each customer email. This is based on the conversion rate of your sales funnel, your average customer spend and the added potential of being able to contact each customer multiple times now they’re on your mailing list.

Physically building your email marketing list then revolves around getting your offer in front of your target audience and gaining their trust. This can be achieved through sign up forms on specially designed landing pages, or on social media platforms such as Facebook - and even on your own company blog or website.

In turn, SEO, social media and PPC can be used to drive traffic to your sign up forms. Offering high value free gifts or low cost trials of your product or service are a great way to gain authority and to encourage customers to part with their email address.

Naturally, part of the process of obtaining email addresses from potential customers means optimising your company website design and ensuring the email marketing technology you’re using is up to the task. We can help you with all aspects of this process.

### **Q. Can I buy a list of contacts?**

Yes you can, however, your expectation of what can be achieved with a bought in email list has to be realistic. Based on building your own email marketing list as outlined in the previous question, you can hope to achieve anything up to a 40% response rate to your email broadcasts. This is because the people on your list are highly targeted and fresh.

With bought in lists, although you can funnel prospects from the purchased list onto your own more specific list, the response rates of any email broadcasts to the bought in list would be much lower at around 5%. This means although you have bought in tens of thousands of email addresses from a third party supplier – it may turn out to be more

cost effective to just build the list from scratch yourself. We can guide you on using both strategies to start your email marketing campaigns.

### **Q. What response can I expect?**

In general, a tailored hand built email list can elicit a response rate of anything up to 40%. Bought in lists often convert at a much lower rate of around 5%.

However, email marketing response rates vary by industry – and are affected by many campaign specific factors, (email headline, timing of emails, email design, integration with other marketing elements, how appealing your offer is, how effectively your squeeze page converts, how compelling your website design is). Our experience of the whole process over multiple sectors will ensure your email marketing campaigns are a success from the outset.

### **Q. How does email marketing compare to PPC?**

The simple answer is - PPC does not compare very favourably to email marketing. Besides the fact that PPC is often used as a successful traffic method for actually building email lists using landing pages – PPC of itself does not stand up well to email marketing in terms of its direct sales potential.

PPC is often relatively expensive, (even if you're very adept at using systems like Google Adwords), and as a result your 'one time hit' of a single click can be very costly if you expect it to equate to a direct sale and it doesn't. Visitors to your online offers rarely convert into buyers straight away, and it can take between 5 and 7 repeat contacts with the same customer to get them to buy something.

Obviously, such engagement is much more possible through email marketing, which offers a far superior ROI. With email marketing, each potential customer is on your list to be continually marketed to (if you treat them with respect), and you can also segment lists into groups of people who buy certain types of products – then sell them more of the same or related products and services. The profit potential of this alone is massive, as marketing to existing clients is always more cost-effective than getting new ones.

Provided you offer people enough value for remaining on your email list - the lifetime value of your overall list can become very sizable. It's estimated that if you're running your campaigns properly, every member of your email list can be worth on average £1 per month to your business. The question is - how large do you want to make your email list on that basis?

If you have any more questions on email marketing, or to get started today, simply complete the contact form on this page or call now on 01522 542520.

Page reference: Web design page

Title: Web Design For Email Marketing | eMetrics.co.uk

Description: Our web design service will increase the conversion rates of your email marketing campaigns | Call 01522 542520 or visit us online

Keywords: web design for email marketing, web design, web development, email marketing, email marketing services, email marketing consultancy services

## **H1: Web Design & Development For Email Marketing**

When it comes to increasing the conversion rate of your website, blog or landing pages – the look and usability of your online properties is essential. As such, web design is very important to your digital marketing strategy and by extension feeds into the success of your email marketing campaigns.

The position of your email sign up form on the page - plus what first impression your website layout, graphics and colour scheme create – can all affect the on-page authority, trust and conversion rate of your site. This is especially pertinent when you're trying to get a website visitor to trust you and commit to giving you their email address. What good then is a badly designed website with terrible navigation and a sign up form at the bottom of the page?

To avoid such conversion errors when it comes to email marketing, our experienced team will help optimize your website so your visitors absolutely love your content. We'll use eye-catching design, video and graphics to ensure real people stay on your website long enough to take the action we want them to (join your email list). Search engines can penalise your site with a lower ranking if visitors leave quickly, so it pays to get this right.

As well as increasing the 'stickability' of your site, we'll also ensure it's properly optimised to achieve good rankings in the major search engines, such as Google, Bing and Yahoo. We'll take time to make sure our email marketing technology is seamlessly blended into the functionality of your site – so your visitors are not even aware of your newly streamlined marketing funnel.

Our experts will also integrate your site with popular social networking platforms like Facebook, Google + and Twitter – which are fast becoming essential elements of any successful online presence.

## **H2: Custom Email Template Design**

Designing html templates to render as you expect in every major email browser is definitely a job for professionals. Our team has years of experience in creating stunning custom email templates that not only present your brand in a great light, but also get opened and read. Our custom email templates provide fantastic click through rates too.

To informally discuss your web design and email marketing strategy with no obligation, complete the contact form on this page or call us on 01522 542520.

Page reference: PPC and SEO page

Title: PPC & SEO For Email Marketing | eMetrics.co.uk

Description: Learn how PPC & SEO fit in to your overall email marketing strategy | Phone 01522 542520 or visit us online

Keywords: seo, ppc, pay per click, search engine optimisation, email marketing, email marketing services, email marketing consultancy services

## **H1: PPC & SEO For Email Marketing**

Essential strings to your bow in driving qualified traffic to your website sign up forms, blogs, landing pages and social media platforms – pay per click (PPC) and search engine optimisation (SEO) are an important element of eMetrics' email marketing service.

Attracting targeted potential customers to your offers and sign up forms, and engendering enough trust in your authority for them to voluntarily part with their email address – is a process getting progressively harder as web users become more savvy.

However, this doesn't mean it can't be done, especially if you know exactly what you're doing. It's amazing how many companies do not even ask online visitors for their email address at all – perhaps not fully appreciating the huge potential value of email marketing. This is where eMetrics can definitely help you.

With a proven track record for using both SEO and PPC to drive high quality traffic into your sales funnels and email autoresponder series – the team at eMetrics have the insider knowledge needed to make sure you're getting the best value for money when spending on traffic generation as part of your email marketing campaigns.

Experts at writing targeted and appealing text ads for Google Adwords and other popular PPC platforms, we can manage your cost per click budget and landing page relevance to get the best ad conversion rates and return on investment. We can also use the micro data generated by PPC campaigns to inform your email marketing strategy.

In turn, our SEO specialists can help optimise your websites, blogs and SEO focused landing pages – so they achieve the highest rankings possible across the main search engines. As well as handling all on page SEO elements such as meta tags, site content and structure – we can also create in-bound link building campaigns to increase your website's ranking and authority for specific targeted keyword phrases.

To chat about your email marketing strategy with no obligation, complete the contact form above or call today on 01522 542520.

Page reference: Social Media

Title: Social Media For Email Marketing | eMetrics.co.uk

Description: Social media is fast becoming an essential part of your email marketing strategy | Call 01522 542520 or visit us online

Keywords: social media, social media marketing, email marketing, email marketing services, email marketing consultancy services

## **H1: Social Media For Email Marketing**

Social media is fast becoming essential not only to your digital marketing strategy, but also to the successful operation of your entire online business. At eMetrics, we have years of experience in social media marketing and developing advanced social media funnels - turning followers from passive viewers of your content into consumers of your products and services.

If you're building an email list, creating a discourse through social media platforms like Facebook, Google + and Twitter is an essential part of this process. In this context, you can use your social media accounts to offer incentives for likes, followers and shares. This will help create a 'buzz' around your brand and increase traffic and email sign ups.

Once potential customers are within your social networks you can then funnel them onto your email list with further sales strategies. We can also use the traffic generating power of social media to drive potential customers straight to your landing pages and web based sign up forms. You therefore get email subscribers through your social media pages and from your website and blog as well.

The amount of information that can be accessed by marketers inside social media accounts is immense – and with the right strategies these metrics can be harnessed to add another important element to your list building and email marketing strategies.

As well as the inherent value of attracting visitors to your social media pages themselves, we can also make use of the SEO benefits of social media. Search engines such as Google now take social signals into account when ranking websites – so we can use social signals to improve your search engine ranking, increasing organic visitors and converting even more email subscribers through your main company website.

If you want to talk to us about your email marketing strategy today, complete the contact form above or call now on 01522 542520.

Page reference: Digital strategy page

Title: Digital Strategy & Email Marketing | eMetrics.co.uk

Description: How does email marketing fit within your digital strategy? | Phone 01522 542520 or visit us online

Keywords: digital strategy, email marketing, email marketing services, email marketing consultancy services

## **H1: Digital Strategy & Email Marketing**

At eMetrics, we take email marketing beyond just tools and deliverability rates, to provide a fully-fledged digital marketing consultancy service.

Working alongside business owners and management teams in companies of all sizes - and across myriad industry sectors - we ask pertinent questions of your business to help you get the most out of your digital marketing strategies.

Starting from the key metric of what each email address is worth to your business, we build out a coherent and actionable digital marketing plan, defining achievable goals that can be implemented, measured and assessed.

After optimising your website design, creating your landing pages and producing custom email templates, we use pay per click, social media platforms and search engine optimisation strategies to drive targeted traffic to your incentives and offers - building your email list organically and quickly.

With training completed on our proprietary email marketing software, we'll then assist you in writing compelling content to broadcast to your ever growing list - taking care to split test your creative and analyse the results.

Constantly referencing each goal in your email marketing campaign back to your overall digital marketing strategy, we can work on enhancing your return on investment to ensure the future sustainability and profitability of your campaigns.

In effect, our digital marketing consultancy service first deconstructs your existing strategy - to rebuild it based on years of proven experience. This ensures your on-going goals are met and you can finally realise the full power of email marketing for your business.

To discuss your email marketing strategy with one of our team, simply complete the contact form on this page or call us on 01522 542520.

Page reference: Keep in touch page

Title: Keep In Touch Using Email Marketing | eMetrics.co.uk

Description: Learn how your business can keep in touch with clients through email marketing | Call 01522 542520 or visit us online

Keywords: keep in touch, digital strategy, email marketing, email marketing services, email marketing consultancy services

## **H1: Keep In Touch With Your Customers Using Email Marketing**

At eMetrics, we use a four-pronged approach to ensure your email marketing campaigns not only keep you in touch with your client base – but also help make those relationships profitable. Focusing first on your digital marketing strategy to define your goals, we then deploy our web design and development solutions and cutting edge email marketing technology to implement and track your campaigns – driving traffic to your website, blog and landing page sign up forms through PPC, SEO and social media.

## **H2: Digital Strategy**

Basing everything we do on our bespoke consultancy platform, we begin by defining the baseline metric of how much every email address is worth to your business. We then assist you in constructing a straightforward digital marketing plan, defining key goals that can be achieved and monitored with the aid of our powerful email marketing software.

## **H2: Web Design & Development**

Our web design team will work on your website, blog, landing pages and social media platforms so they are fully optimised to maximise email sign ups and rank well in the search engines. We'll help make your online presence compelling and engaging through the use of high quality web design and digital infrastructure development.

## **H2: PPC & SEO**

We have a huge amount of experience using both PPC and SEO to attract targeted visitors to your website, landing pages and social media pages. Our team possess the specialist know-how to ensure you achieve the best return on investment when driving potential customers through your email marketing funnels. We take care of the whole process and teach you how to use these traffic strategies to continue your growth.

## **H2: Social Media**

We'll integrate your email marketing campaigns with popular social media platforms like Twitter, Facebook and Google +, to ensure your company can develop profitable relationships with customers and build targeted email marketing lists.

To discuss your email marketing requirements today, complete the contact form on this page or call us on 01522 542520.

Page reference: Designed to fit page

Title: Email Marketing Designed To Fit Your Business | eMetrics.co.uk

Description: Our email marketing services are designed to fit your requirements | Call 01522 542520 or visit us online

Keywords: designed to fit, email marketing, email marketing services, email marketing consultancy services

## **H1: Email Marketing Designed To Fit Your Business**

Whether you're a small business owner, online entrepreneur or the CEO of a large multi-national – our consultancy based email marketing solutions are tailor made to fit the specific needs of your business.

Looking beyond the software tools and deliverability rates, our bespoke service will help you identify and implement clear goals as part of a wider digital marketing strategy. We'll ascertain how much value you can gain from each email you obtain, and build your campaigns based on solid market research and conversion analysis.

We'll only implement email broadcasts using our propriety software when your whole campaign is in place, and you're confident you understand how the technology works and can help you. Full training is provided so you can deploy your own campaigns in the future.

If you're a larger organisation with a team trained in the use of your own in-house email software – we can use our years of experience in maximising the success of email marketing campaigns to improve your return on investment from existing processes. We're confident that by asking the right questions of your business and analysing your core metrics, we can considerably enhance the conversion rates of your campaigns.

Whatever your requirement from email marketing, our tailored approach is a breath of fresh air to the companies we work with. To discuss your email marketing requirements with a member of our team today, complete the contact form on this page or call us now on 01522 542520.