

Effective Emails

That's the ClickMail Advantage

EMAIL CREATION
& OPTIMIZATION

Creating Marketing Emails That Work

An effective email campaign takes more than just good writing. Our eMarketing Services team can create effective emails for your marketing efforts; or we can optimize what you've already crafted.

An unread email does you no good. Because the coding for an email is different from any other type of online marketing coding, we employ specialists in the art of HTML coding for email. We'll take your marketing message and turn-out an effective, code-specific email that will have higher delivery to the inbox and render correctly. We'll even create and host the landing pages for your campaign. You provide the call to action and we'll take care of everything else.

Optimizing Your Emails for Success

Up to a third of legitimate, permission-based emails never make it into the inbox. ClickMail works with you to get more of your emails into the inbox and keep your subscribers engaged. Our eMarketing Services team assesses these six key areas:

HTML Coding

ClickMail can ensure your emails are coded correctly and compliant with current standards (W3C and WDG). This basic requirement plays a large role in SPAM filtering and rendering. A misstep here can cause emails to either get misdirected to a SPAM folder or not get delivered at all ... which means your intended recipient doesn't receive your email.

Content

Certain terms and phrases that can trigger various filters to throw your email into the junk folder. ClickMail helps you track what content works and what should be avoided.

Layout/Format/Design

Proper design and layout means increased ROI on your eMarketing efforts. Using proven practices we can optimize email designs to produce the results you need.

Rendering

No matter which email application your customers use we'll help you format your emails so you know exactly what they'll look like when they land in your customer's inbox regardless of the email client. Links and images are great, but the email should also be effective when images are blocked. ClickMail will make sure they are.

Personalization/Relevance

The real gauge of a successful eMarketing campaign is your customer's response. The more timely, personal and relevant your message is, the greater your chances of a positive response or conversion. We will help test, assess and optimize what you send and when.

Authentication/Reputation

These days, more ISPs are authenticating incoming messages before delivering them to an inbox. Once a sender has been authenticated, many providers tie a reputation score to that specific marketer. ClickMail will assist your IT team to ensure your SPF (Sender Policy Framework) records are compliant. We also assist your marketing/ IT team in getting "whitelisted" with the largest ISPs to ensure that your emails are authenticated and delivered to the inbox.

Along with content optimization, we provide the ongoing support, continuous evaluation and trend-watching through our email delivery, deployment and consulting services. So, whether you want to improve your existing campaigns or create one from scratch, ClickMail has the expertise, experience and resources to increase your ROI.



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