

# Consulting

*That's the ClickMail Advantage*

CONSULTING

## Strategic Talent and Tactical Expertise

Let ClickMail Marketing apply its strategic expertise to your email marketing efforts. We've helped many companies determine their strategy and find the right messaging. Your customer base is unique and your marketing needs are too. ClickMail will help identify what your target audience responds to in terms of messaging, layout, and calls to action.

## What if you don't have the time to keep up with the evolving eMarketing trends?

There's a lot involved in keeping your eMarketing campaign running smoothly, let alone optimizing it and keeping up with trends and changes in this ever-evolving industry. With ClickMail, you know you will always have the latest information on best practices, technologies and eMarketing trends.

That's because we stay on top of what's happening in the market. We make the time to read the latest articles, white papers and reports, then we help our customers execute optimized campaigns. And we are aware of current and upcoming events that point to industry changes as a result.

## Great campaigns aren't afraid of change

Even if your current format works for you today, how will it serve you in 6 months? A year? We provide continuous evaluation of your eMarketing results and can make adjustments along the way to improve your ROI. ClickMail's partnerships with the leading eMarketing providers means a custom fit with the right solution...even if that solution changes down the road. As your business changes and eMarketing technology advances — shouldn't your strategy and tactics evolve too? Get the results you want today and tomorrow.

## On-demand expertise without adding headcount

Sometimes you need an expert, but you may not always have one readily available. ClickMail changes all that. Reach out to us with your questions, concerns and ideas and we'll be there to listen and advise. No matter what eMarketing challenges you face, ClickMail has the knowledge and relationships to keep you on track.

## Enhance Your eMarketing initiatives with Complementary Tools

Sometimes your email campaign needs assistance. ClickMail has a repertoire of fax, voice, and SMS deployment systems on hand, making sure your target audience is reached in the way they want to hear from you. And with our sister company Lightning Direct, a wealth of direct mail and fulfillment talent can be added to the mix.

*"ClickMail delivers results. Their can-do attitude, breadth of resources, professionalism and attention to detail have helped make some of our key email marketing campaigns a real success."*

Doug Dalrymple  
Sr. Marketing Manager  
eHealth, Inc.

**The Nation's Largest Selection of Email Service Providers**



ClickMail Marketing  
1155 Triton Drive, Suite E  
Foster City, CA 94404  
Tel. (866) 418-4877

[www.ClickMailMarketing.com](http://www.ClickMailMarketing.com)