

E-MAIL CAMPAIGN

PROMOTE YOUR PRODUCTS AND SERVICES WITH AN E-MAIL CAMPAIGN We will help you to communicate relevant and valuable content directly with your target group. Conducting an e-mail campaign is quick and easy, and very cost-effective. We will help you to identify your target group based on industry, title, location, size of company, etc.

Regular and relevant e-mail campaigns will enhance your product and company profile in an effective manner and you will have the opportunity to measure what interests your customers the most.

After your e-mails have been distributed, you will of course receive a statistical report and contact details for all the decision-makers who have been active in your mailing. With a single mailing, we can potentially give you hundreds of leads to process.

WE WILL HELP YOU PRODUCE YOUR PROMOTIONAL MATERIAL

The campaign e-mail usually consists of a header with a logo, a space for text and image, and a footer with the sender.

PROCEDURES

1. BEFORE SENDING OUT THE CAMPAIGN

Book your mailing by contacting your sales contact by e-mail or phone. At each mailing occasion you should deliver the following materials to your sales contact:

- Subject line (e.g. Welcome to the next event)
- Sender (e.g. Forename Surname – Company)
- A text with 500–1 500 characters
- Images (1–3 pcs.)
- Links to landing pages
- The selection specification (industry, title, location, size, etc.)

Of course, you can deliver a ready-to-send e-mail in HTML format.

2. ROUTINES FOR MAILING

- Text and images are inserted into the e-mail template
- Subject line and sender are specified
- E-mail proof will be sent to you
- The e-mail is secured against spam and a "sharp" test e-mail is sent
- Links and landing page are checked
- The recipient file (the target group) with e-mail addresses is uploaded
- The recipients are connected to the mailing
- The e-mail is ready to be sent at the specified date and time

3. FOLLOW-UP

- Complete statistics (PDF) will be sent to you after each mailing.
- You will also receive an Excel file with contact information for those who have opened your campaign e-mail.
- If you wish to, we will also send a follow-up e-mail in two weeks to recipients who have not opened your e-mail.

The material should be delivered no later than three working days before mailing date.

OUR PACKAGES

Small

Up to 5,000 e-mail addresses including e-mail production, statistics and call lists.

Medium

Distribution to 5,000–10,000 e-mail addresses including e-mail production, statistics and call lists.

Large

Distribution to 10,000–20,000 e-mail addresses including e-mail production, statistics and call lists.

Extra Large

Distribution to 20,000–50,000 e-mail addresses including e-mail production, statistics and call lists.

Call or email us and we will help you to find your target group.

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