



Who is it for?

- **Email broadcasting is ideal whether you are a company that uses direct mail and wish to use email to supplement these campaigns, possibly for the first time, or whether you are a company that already specialises in online marketing.**
 - All companies that buy email lists (though this is not a pre-requisite).
 - All companies that wish to drive traffic to their website.
 - Companies that may be new to online marketing and who wish to test the medium as part of their marketing mix or as a new route to market.
 - The service is equally good for companies that want to do everything themselves or those who need an experienced partner for their online marketing.
 - Email is proving extremely effective in a wide cross-section of industry sectors, from charities and education to business services, telecoms, IT and technology. If you are considering an email campaign for the first time why not talk to one of our dedicated account managers about its suitability for your business?

When to use it

- **For fast and low-cost campaigns, either on its own or to support your offline Direct Marketing campaigns.**
 - Get messages out quickly, e.g. if you have stock to clear or a short-term sales target to achieve.
 - Test campaigns or promotions on a small quantity at low cost.
 - Distribute newsletters, white papers or articles of interest.
 - Communicate service updates, new products or enhancements to a website.
 - Communicate regularly and cost-effectively with top prospects and best customers to maximise enquiries and sales.
 - Send reminders about special events, key dates, approaching deadlines, or closing dates.

If you are considering the use of Data HQ Email Broadcasting, you may also wish to see our Fact Sheet Email Database, for information on the UK's most up-to-date and comprehensive B2B email database.

How does it work?

- **Whether you are new to online marketing or already an experienced practitioner we can guide you through the steps involved:**
 - **1. Create the list(s)**

The first main task is to decide on the target audience for your campaign. The audiences can be many and varied depending on your business objectives: a newsletter to existing customers, a special promotion for best customers, a new product launch aimed at best prospects, etc.

Within your existing customer base there may be several different segments you wish to target: frequent buyers, infrequent buyers, lapsed customers, best customers and so on. Data HQ can help you devise strategies for any or all of these segments, see our Fact Sheets on Data-Driven Insight for more information on this.

What are the benefits?

- **Highly cost-effective: an email broadcast can convey your sales message to a very specific target audience at a fraction of the production cost of direct mail as printing and postage costs are eliminated.**
 - Email broadcasting is measurable, accountable and fast. Responses can be gathered and acted upon within hours.
 - Access to our tried and tested help and advice, especially valuable if you have questions about any aspect of this new medium.
 - Email response and analysis allows you to obtain deeper insights into the likes and needs of your customers. Future campaigns can be immediately enhanced.
 - Test new approaches, new products or new campaigns at low cost and within very short timescales. Benefit from the amazing learning capacity of the internet.



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2. Create the campaign

Step two is to produce the creative for the campaign: the look and feel of the offer, the focus of the key messages, the key selling points, any customer support or FAQs you wish to provide, and most important the Call to Action. You should also decide the From Addresses and Reply Addresses to emphasise the branding of your campaign.

3. Broadcast the campaign

Once we have helped you to define your lists and produce the creative Data HQ can help you create your own HTML document, develop your content and build the links, we can host images for you, manage the broadcast and track the responders. Although Data HQ may send the broadcast it will look as if it has come from your company, particularly with the help of branded From Addresses and Reply Addresses.

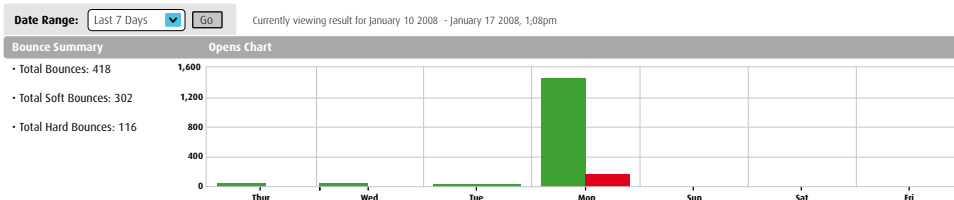
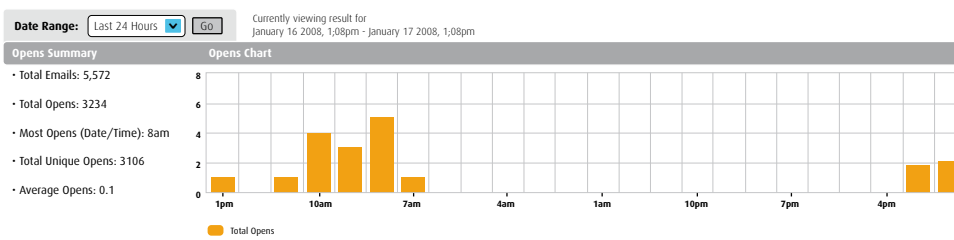
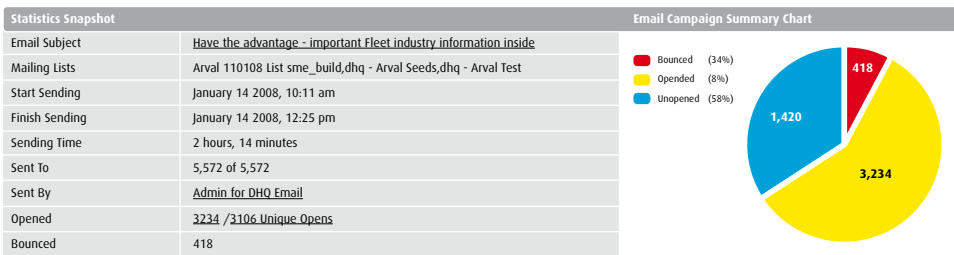
OR, if you prefer, you can broadcast the campaign yourselves once you are comfortable with the technology and processes involved. This can be particularly useful when doing fast turnaround tactical offers or customer messages.

For more information on how we can help you manage your data and your campaigns see our Fact Sheet Database Management.

4. Track the response

We can help you track all aspects of your campaign and prepare for you a comprehensive analysis covering:

- Number of emails sent
- Open rate
- Click rate
- Unsubscribed
- Link success
- Time of day opened
- Number of forwarded items



Responses can be profiled to give you valuable insight into the response behaviour of customers which can quickly be reapplied to your next campaigns. For more information on how we can help you analyse campaigns and improve targeting see our Fact Sheet Customer Profiling and Market Penetration.

Credentials

- Data HQ is the UK's leading full service data agency. We specialise in providing high quality data services in fast-growing areas such as email marketing.
- We have a substantial track record and experience in managing the latest digital and online technology.
- We can send you a full example of the type of analysis that is possible and the insights it can provide you with
- We are approved members of the Direct Marketing Association (DMA), the Institute of Direct Marketing (IDM) and an Investors in People (IIP) accredited company.
- We have a substantial client base of satisfied customers many of whom would be happy to recommend us. Please ask for details if you would like a reference.

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Testimonials

"Data HQ really do provide precision targeting through both a mail and email format. The quality of the e-mail data and the delivery platform provided by data HQ was of a very impressive level ultimately helping generate response rates and ROI levels that exceeded our expectations.

We run multiple campaigns throughout the year and response measurement is key in defining future campaigns, Data HQ's technology provides an excellent view of the success of each campaign and our Account Manager provided excellent service with their flexible and methodical approach."

R D Butterfield
Marketing Director
Staybright Ltd