

Why Use HCS for Your Email Marketing?

Email marketing is more than just sending a lot of emails.

It involves five key components:

Content, data, delivery, tracking, and reporting. Each area brings its own complexities.

1. Content

Give us six themes and we will write and design a full campaign series optimized for the needs of your audience – and include A/B testing to determine the most impactful design for your customers. We also create automated nurture content* to keep you top of mind as customers move through the purchase pipeline.

**Nurture campaigns, or triggered emails, drive 624% higher conversion responses for the same number of sends as compared to “batch and blast” emails. (Source: VentureBeat, 2016)*

2. Data

A great message won't add to your bottom line unless you share it with qualified contacts. We offer access to our proprietary lists as well as custom data mining.

3. Delivery

Getting marketing emails actually delivered to the inbox takes experience – and the ability to keep up with our rapidly changing environment. We segment each launch to optimize delivery. Launching campaigns without knowing the ropes can hurt your sender reputation and negatively affect your ability to inbox for the long term.



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4. Tracking

We use “cookies” to track the response to each launch with open, click through, and website interaction metrics.

“A June 2016 survey of US marketers conducted by the Direct Marketing Association (DMA) and Demand Metric found that **email had a median ROI of 122%** – more than four times higher than other marketing formats, including social media, direct mail and paid search. (Source: eMarketer, 2016)”

5. Reporting

An email engagement with HCS includes daily reporting and monthly in-depth analyst calls. We also conduct ongoing analysis and monitoring for each email and each list.



Email marketing is the most effective way to build brand awareness, qualify opportunities, and educate and engage prospects as they move through the buyer journey.¹ As our industry becomes increasingly consolidated, customer engagement (a key metric for B2B companies) will play a huge part in deciding who survives. Digital communications that help break down the complex sales process and enhance engagement have been shown to increase Customer Lifetime Value.²

Email marketing is our primary delivery channel, one we’ve been building expertise in for 10 years. HCS has the industry knowledge to avoid spam filters and get your emails delivered. We stay up-to-date on rapidly shifting email best practices, to help you inbox and build meaningful engagement.

Let us help you get started.

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¹ <https://www.act-on.com/blog/rethinking-the-role-of-marketing-in-b2b-customer-engagement/>

² <http://www.imanagesystems.com/customer-engagement-b2b-companies/>