

Target your market, it's easy with email

Advertising Solutions

Email advertising requires quite a lot of planning and preparation to ensure an effective and glitch free deployment as well as dealing with the aftermath.

We tend to break the process down into the following steps:

- >> STRATEGY
- >> LIST MANAGEMENT
- >> CREATIVITY
- >> DEPLOYMENT
- >> TRACKING AND REPORTING
- >> RESPONSE MANAGEMENT

Newsletters and Journals

Netramedia e-zine Management Services help the client to create, update and automatically release regular e-zine emails to a subscribed audience.

Through the use of databases and marketing strategy this system reduces the burden of information management to a minimum. The creation of appropriate and engaging content is greatly supported by the extra range of services that we can provide.

The e-zine Management Services integrate seamlessly into your corporate website. Using web-based archiving procedures, we can provide the following added value:

- >> Helping source relevant articles and informational content,
- >> The provision of related statistics and
- >> The efficient sourcing and management of the contacts list.
- >> The benefits to you include:
- >> A regular marketing communication with target audiences for a fractional price of traditional direct mail
- >> The creation of self-generating opt-in list of contacts This system is adaptable enough to allow the specialisation for internal and external audiences.

Branded Emails and Corporate Policies

Email signatures are a great method for branding corporate emails and providing links to all sorts of vital information and contact details.

Our unique branded emails can be interactive, personalised (for the sender) and contain the current marketing message, which you can

change at anytime using our simple control environments.

- >> The steps to deployment are simple.
- >> Would you like the email branded for each individual or for each department.
- >> How much information would you like included? (Picture of the staff member etc)
- >> Would you like to stream information to the emails from the web? (Perhaps the latest news or links or a marketing message)
- >> Would you like the email to have any kind of interactivity?

Of course depending upon the final functionality the final costing can vary and at all times we will endeavour to fit our solution to fit your budget.

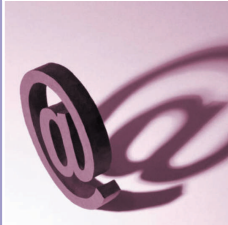
Integrating them is extremely easy and full support and training will be provided where needed. The emails will be available for staff to download and install from the web securely at anytime.

Email Training Solutions

While email is the most rapidly growing communication tool for business use, its remote nature ñ which eliminates tone of voice and body language ñ presents a huge potential for misunderstanding and misinterpretation. Bottom line, employees who don't use email effectively, give bad service and hurt your company's image and performance.

Netramedia's interactive training workshop has been designed to improve the quality of communications delivered by corporate email users. It is especially useful for those who use email in help desks, customer support, call centers, and for employees who email with internal as well as external customers. After attending this course, participants will be more effective at delivering customer-centric communications via email, and they will also improve their overall efficiency at responding to and managing the email messages that they receive.

CONTACT US NOW
to discuss your options



Email Marketing

- >> Advertising Solutions
- >> Newsletters and Journals
- >> Branded Emails and Corporate Policies
- >> Email Training Solutions

Netramedia Ltd	t +44 (0)28 7028 0050 - Coleraine
Science Innovation Centre	t +44 (0)28 9093 0050 - Belfast
Science Research Parks	f +44 (0)70 9236 2253
Cromore Road	
Coleraine	e info@netramedia.com
BT52 1ST	w www.netramedia.com