eMS360

RPM

repeatable, predictable, measureable!

Why do email marketing?

Email marketing is a repeatable, predictable process and it can be measured without having to incur additional expenditure when your agency charges you based on number of contacts.

What else makes email marketing worthwhile over other elements in the modern day marketing mix?

Email provides you the most direct line of communication for conversion to sales; which is why the most savvy online marketers have no intention of giving it up any time soon.

What makes email content work?

What works is a value exchange — your valuable information for your prospect's valued time. Your target reach need to know they can trust you, that you're not filling in their inbox with irrelevant communication which does not matter to them.

This where the value of segmented demographics and data come into play. eMS360 allows you to filter thru multiple variables in order to land you a selective database that shows interest in your offers even before you have sent it.

That is the power of eMS360!

threecixty

RPM

Once you start, you don't stop.

Embarking on email marketing is one that requires strategic planning aligned with campaigns for it to generate measurable results. Most companies will not get optimum results with just a few campaigns. Campaigns need to be run multiple times, typically over a minimum of 8-12 weeks. Ideally, you should repeat each campaign to the same group of people twice a month, while ensuring eMS360 remains a critical part of your marketing mix over a minimum of 1 year for the channel to reach optimum efficiency. In order to build real brand awareness and also cater your message for those who want your product, the recipient needs to become familiar with regular emails from your brand. The most efficient way of reaching this level is by keeping eMS360 an important part of your communication mix regularly.

Measureable ROI with 99% accuracy.

eMS360 Client Interface provides users with a complete overview of your email campaigns and communication. By auto-generating statistical reports on exactly who has opened the e-mail, who has clicked through, which emails bounced back or landed in SPAM and more; eMS360 gives you a complete real-time overview unlike direct mail, billboards, television, radio, all of which are far costlier. With email marketing, you can identify who is interested in your product and target them with products that interest them.

Repeat, Predict, Measure – RPM
that's the power of email marketing.

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Leverage the growing power of ICT

Make eMS360 an essential element of your communication mix!

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Taking Brand Ignorance Challenge Head On

The brand ignorance problem is often seen as an offline marketing issue. However, it's even more of a challenge online. The sheer volume of content makes it more difficult to catch that all-important few seconds of the consumer's attention.

There's only that very unique evanescent moment when the audience notices a new product or your brand amongst a host of other ones on their screen. It's an opportunity to make or break a fledgling business – that magical moment when your target audience reaches out. New products and their marketers have three vital jobs to do if they want to use that opportunity well.

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