

TravisBead

eMarketing

An Overview

In an ever changing and fast moving business world, there is an increasing need for communication solutions that meet the evolving requirements of our clients. Here, at Travisbead we have continued to develop our eMarketing solutions into highly effective and efficient solutions.

Why use eMarketing?

Travisbead's eMarketing solution is one of the most effective ways to keep in touch with customers. It allows companies to promote products and services over the Internet quickly and easily. Our clients are able to enter content in a controlled and structured manner (with little or no technical skill) resulting in the automatic creation of personalised HTML and plain text email messages. Our eMarketing solutions can enable clients to create, deliver and manage their own campaigns faster, more effectively and more cost efficient than ever before whether a bulk campaign is needed or just a one off promotional email. We offer a fully managed service where we oversee the whole process.

Businesses are realising that having an ongoing, up to date and relevant eMarketing campaign with customers will encourage great return on investment. It can help companies differentiate their product or service from their competitors and consequently increase a company's presence on the Internet. A newsletter is more than just a simple email; a personalised electronic newsletter can be informative and expressive, allowing its recipients to appreciate and then go on to remember the personalised contact and unobtrusive nature of eMarketing. Recipients are more likely to respond positively to something that respects their time whilst still offering something that will appeal to them. When credibility and patience are paper thin online, businesses cannot afford to make the mistake of not having or maintaining their online marketing strategy. A well built online marketing strategy with Travisbead can make a huge difference.

Benefits of eMarketing

Our clients can see various benefits with Travisbead; we believe strongly in the close integration of all parts of Internet strategy for example our eMarketing solutions gives clients the opportunity, when needed, to post news from a newsletter on their website directly. This adds huge value to the tools we supply to our clients. For both the organisation and its customers, eMarketing brings significant benefits.

Consistency

A well constructed, articulate, and personalised email allows you to present yourself, your company or your products and services in the manner you choose. This way you ensure your message is presented consistently and accurately.

Call to Action

Our eMarketing solutions helps clients to use the idea of call to action where clients use eMarketing and cleverly located links to encourage visitor to their site.

Reduce the Sales Cycle

Introducing yourself gently and professionally in a manner the recipient finds acceptable can help to remove the steps from the "door opening" stage of the sale and can therefore move more easily to the first appointment or telephone conversation.

Speed of response

In our experience, 80% of responses are received within 72 hours of the campaign being launched.

Flexibility

Our approach is designed to suit your objectives, your timeframes and your budget. We can provide a full design and managed service or we can offer support and help to enable businesses to run their campaigns themselves.

Flexibility with eMarketing tools

The tools we offer give greater flexibility with the creation and design of our eMarketing solution. The additional features we offer are as followed. For more information and details on each of these features, please contact us.

- eSurveys – create a eSurvey using over 20 different types, that can be sent with each eMarketing campaign.
- Polls – allow your readers to vote on a question or issue
- Forums – develops a virtual communities that encourages regular users
- Micro site – Create great pages that can be used within news articles to display more general information.

Support

Many clients like the option of both working independently and having a managed service available, where we do all the preparing, building, sending and reporting of eMarketing campaigns. With our training and support packages available this creates an ideal model of collaboration between the client and ourselves.

How we do it?

With eMarketing we aim to offer our clients continuing access to this communications solution, allowing clients to create powerful, personalised and professional looking campaigns in minutes and then track, manipulate and analyse the data for even more dynamic results in their next campaign.

We have a very simple three stage approach to this, creation, sending and reporting.

Creation

We offer a web based tool for creating emails called eNews that allows our clients to enter content in a controlled and structured manner. Using the eNews editor makes it easy for anyone who has used standard office applications to be able to manage content, all within a few minutes, whilst retaining a consistent format and delivering fresh, interactive content for its readers. This allows for a new found flexibility with the design and presentation of news and information and with the ability to use existing branding and logos, companies can build up brand awareness and consistency.

For more information on Travisbead's eNews tools, please contact us for more information.

Sending

With well over half the UK population having an email address, the last few years have seen a huge increase in companies using eMarketing to market their goods and services. Email has consequently become the most cost effective marketing channel for companies. Our eMarketing software allows our clients to send bulk emails to their customers or contact lists. The system is web based so can be accessed anywhere and at anytime allowing for a faster, more efficient, more intelligent and more economical way of marketing. To use Travisbead's email marketing solution to its full potential, we provide our clients with the best quality tools, techniques and latest training.

Reporting

Reports are presented as overall figures, graphical charts and as detailed lists. This feature allows the eMarketing solution to demonstrate itself to our clients immediately. Within the system clients are able to analyse and manipulate their reports to see the results in the format they require or go on to filter the results to focus on grouped data. The reports can detail the behaviour of individual recipients enabling clients to see whether certain recipients have read the

eNews. All reports can be exported into offline software, making it easy to share them or to include in a presentation.

Training

Through our extensive training programme, we have a number of options for training our clients and their staff to use our interactive products and services. We offer a comprehensive and tailored training service with qualified trainers with continued access to an online manual available. For more information on training, please contact us.

Support

Assisting and helping our clients has been essential to our growth. Our support and training services offer the highest level of client service. Combined with the extensive knowledge of our diversely skilled team, this enables us to give our clients ongoing support. Included with the eMarketing package is access to the online Manual. For more information on support, please contact us.

The structure for an email marketing campaign can vary greatly depending on the amount of involvement from the client and their budget. If your company has a reasonable level of available resources to commit to eMarketing on a regular basis and are looking to reduce the ongoing cost, then this system can work out to be a highly powerful tool for your company.

What next

For more information on how Travisbead can help your organization or clients communicate more effectively using the internet, please contact our sales department on +44 (0)1908 231401 or email us at info@travisbead.com.

About Us

TravisBead is an ideas led design consultancy based in Central Milton Keynes, offering full service print and web design solutions to enhance and promote your business profile.

We focus on producing emotive work that communicates effective business-building messages in a professional, contemporary and attractive way, thus by design our clients become inspired to win the trust and acclaim of their customers.

Our diverse client base ranges from Blue Chip Companies other large commercial organisations, the public sector and a variety of SMEs.