



## WHAT IT IS

Get dedicated advice from email experts with our Consulting Retainer. Over the course of the retainer (whether it's a three, six or 12 month engagement) our email experts will work with you and your team as part of a highly collaborative process to identify projects where we can add the most value. This could include support for ongoing or new initiatives in the form of expert guidance, implementation resources, best practices-based advice, strategic support and actionable recommendations to achieve your email marketing goals.

## WHY YOU NEED IT

Managing and optimizing an email marketing program is a lot of work, and many teams find themselves short on time and resources. We offer day-to-day guidance and strategic support for a range of email marketing challenges, from implementing a testing strategy to growing your list to optimizing offers that increase response rates.

We understand that dealing with these challenges along with the daily work of managing your program is enough to overwhelm even the most capable email marketer. It's OK to ask for back-up! Our consultants can partner with you to provide seamless support for all of your email marketing challenges and outline a practical roadmap for channel success. Whether it's strategy and advice or hands-on tactics around implementation, each retainer relationship is customized for your unique needs and goals.

## WHAT YOU GET

Our Consulting Retainer provides you with dedicated support and resources from our team of email consultants. The types of projects are completely flexible, and you determine how many hours are dedicated to project work and how many hours should be left aside for strategy calls, best practices advice, questions, brainstorming, meetings and to provide market and competitor insights each month. Return Path will work with you to select the projects, set specific deliverables and determine success metrics.

## WHAT ARE YOU WAITING FOR?

Contact Return Path Professional Services today. We'll help you move your email program from ordinary to extraordinary by boosting subscriber engagement, response, and your ROI. Our expert strategists will give you inventive and practical ideas for optimizing your B2C or B2B program. We're dedicated to email performance – it's all we do. Call 866-362-4577 visit us at [www.returnpath.net/proservices](http://www.returnpath.net/proservices) or email [consulting@returnpath.net](mailto:consulting@returnpath.net) to get started today.

