



## WHAT IT IS

Make your new email program soar with our Email Launch Program. Whether you're dipping a toe into the email channel or diving right in, you have a brand to protect and a bottom line to grow. We can help ensure your launch is a successful one. Our expert consultants will provide you with best-practices based support and guidance for sending email well, and sending it right.

## WHY YOU NEED IT

Whether it's expanding your brand footprint, driving revenue, building relationships or a combination of all three, we can help you harness the power of email and reap the rewards. For every dollar spent on email marketing in 2007, marketers can expect an estimated \$48.29 ROI (*DMA, 2007*). If you're not currently leveraging this low cost, high return channel, Return Path can help. We'll work with you to evaluate the best use of email to meet your business goals, budget and resources, and develop an effective market-entry plan.

Our Email Launch Program helps new and seasoned email marketers meet the following business challenges:

- I want to start emailing my customers and prospects, but don't know where to start
- I want to grow my email file with active and engaged subscribers that drive revenue
- I want to reduce the cost of my other direct marketing efforts
- I want to expand my current email program to promote a new brand, product and/or service
- I want to ensure that my new email program is CAN-SPAM compliant and has sound permission practices
- I want my new email program to nurture (not damage) my brand reputation
- I want to make sure my emails get into subscribers' inboxes and generate a response

## WHAT YOU GET

Our Email Launch Program consists of a comprehensive and customized roadmap for managing your launch, along with best-practices based recommendations and guidance. First, we'll audit your existing technical capabilities, website framework and production processes to make sure your launch goals are realistic. We'll then provide recommendations on how to capture addresses and establish permission by creating wireframes of optimized capture forms that help to set program expectations and ensure your file is populated with active and engaged subscribers. We'll guide you on how to welcome these new subscribers to your program, get them interacting with your messages, keep the momentum going once they become engaged, and increase their lifetime value with the right content and contact strategies for your various subscriber segments. You want your subscribers to anticipate your next email. We help make that happen with sound recommendations for messaging strategies that consist of relevant promotions and engaging content.





## 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.

