

Thinking **outside** the **inbox**



Email Marketing



Web Design



Social Media



Additional Services

Successful Email Marketing

A study by the University of Columbia reports that the average person checks their emails 15 times a day, we are compulsive email checkers!

Email Marketing takes advantage of this almost universal email addiction making it one of the most powerful and cost effective marketing tools.

Like most things in life though, poor execution will deliver poor results. A good provider will work closely with you to ensure the key requirements of a successful campaign are met;

TARGET

Whether your target market is other businesses or direct to consumers, it is critical to reach the right audience.

SEEN

Your email has only seconds to make an impact and encourage someone to open it and click through for more information. The subject line and the email's appearance are both critical to success.

CONFORMANCE

The email should follow industry standards and best practices, this reduces the likelihood of it being blocked. It is also important to be fully compliant with EU directives on direct marketing to consumers.

A reputable supplier will offer a full service, from planning, through to design, through execution and finally to reporting on the results. Beware of outlandish claims on opening rates, no advertising medium is perfect. And, most importantly, don't touch email lists at what seems a bargain basement price, if the price is low its likely to be useless data and a waste of money, agencies with the best lists wont sell them!

Web-Clubs Ltd, is an independent company launched in 2000. We offer a comprehensive service to both direct clients and to media agencies. Our services include:

Consumer Clubs, our 4 million members in 6 special interest and 2 general clubs provide a receptive audience for your emailing campaigns.

B2B Club, using our database of over 350,000 business decision makers we can generate new prospects for your company.

Website Design, our team with decades of marketing experience will deliver a relevant and workable online presence to deliver real benefits for your business.

Social Media, finding the time to get the best out of Social Media can be difficult, this is where our Social Media Marketing Service can help. We will set you up, advise you on activity and can even manage posting.

Complementing Services, these include: Website and Email Hosting, Search Engine Optimisation, Affiliate Marketing and IT advice.



Why Web-Clubs?

Since we started in 2000, Web-Clubs has established itself as one of the UK's leading independent email marketing companies.

The members of our Consumer Clubs and our B2B Club provide a receptive audience for your email marketing campaigns.

Gardeners Club c.410,000 Members	Homeowners Club c.370,000 Members
MOTORISTS CLUB c.410,000 Members	Vino Club c.310,000 Members
TRAVELLERS CLUB c.520,000 Members	Quiz-club c.275,000 Members
B2B Club c.350,000 Members	Club Offer c.600,000 Members
ecards.co.uk c.310,000 Members	NET Offers c.400,000 Members

Whether you are targeting a national audience, with or without a specific area of interest, or you need to reach consumers/businesses in your local area, Web-Clubs can help you. We offer a full service including artwork design, strategic campaign management and measurement of results.

If you would like to know more about how we can help you release the power of Email Marketing, please contact us.



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