



## B2B Club—Business to Business Email Marketing

### The power of B2B Email Marketing

Emailing is an ideal way to prospect for new business, or for you to maintain contact with existing customers. Emailing is also ideal for newsletters, product introductions/updates, offers and for advertising. It is quick, efficient, measurable and cost effective.

Over the years Web-Clubs have been responsible for the successful implementation of thousands of campaigns sending hundreds of millions of emails.

Web-Clubs know how to deliver a successful email marketing campaign: what works, what pitfalls to avoid, the importance of testing, targeting, reducing waste and on following best design practices. We can use this expertise to provide you with the very best, most professional and above all most productive email marketing solution for your business.

To get noticed, it is important that your email stands out, it needs to be attractive, responsive and display correctly on different platforms. We can work with your existing in-house creative or we can optimize it to improve impact and performance. If you do not have a suitable creative available, we can create a bespoke email from scratch following your in-house design themes in our design studio.

All emails created by Web-Clubs conform to industry standards, best practices and are compliant with EU directives on direct marketing.

### The B2B Club database

To succeed, an emailing campaign must reach the right person, we achieve this by applying a broad range of search criteria which can include:

- Market sector and sub-sector
- Company size
- Location
- Contact name
- Job Function

The B2B Club database is regularly cleansed to remove corrupt or inaccurate records. Entries are validated and checked through a dedicated telephone call centre where daily calls are made to verify the details and update contacts. We are constantly adding more businesses and contact details. This investment ensures that we have an excellent target audience of over 350,000 companies to ensure a successful campaign.

We underwrite our confidence in our B2B email marketing service by guaranteeing a minimum email open rate of 20%



## The B2B Club email marketing service

We offer a full range of services individually designed to suit your business's requirements and budgets.

- Planning the campaign
- Designing and creating the email
- Formatting for sending
- Testing for delivery
- Managing the emailing database
- Providing a fresh target market of consumers
- Undertaking the broadcast
- Assessing/measuring the results and reporting on the performance.

By far the most popular option is a stand-alone email under a B2B Club banner. Or, if you prefer we can send the creative with no banner or Club association.

All emails can be personalised for each individual recipient in a format of your choosing.

Emails can be directed to your existing website, or we can setup a dedicated landing page for your campaign.

**Whether you are a nationally known brand or a local business, through our "Club" approach, Web-Clubs can provide you with new sales, marketing and lead generation opportunities.**

## Cost guidelines for the B2B Club

Cost depends on volume and the pricing model: CPM (Cost Per Thousand), CPA (Cost Per Action), CPC (Cost Per Click), CPL (Cost Per Lead) or a combination (hybrid model).

- CPM pricing ranges from £12 to £125 per thousand sent.
- For other pricing models, please contact us for a quotation.
- Our E-Local program is designed to support local businesses, priced at £495 to include email artwork preparation and emailing to 5,000 local B2B club members.

(Minimum pricing applies, prices quoted exclude VAT.)



**B2B Club**  
**Baker Leasing**  
Flexibility In Finance since 2001

Hi Anthony,

Are you looking to finance your business assets?

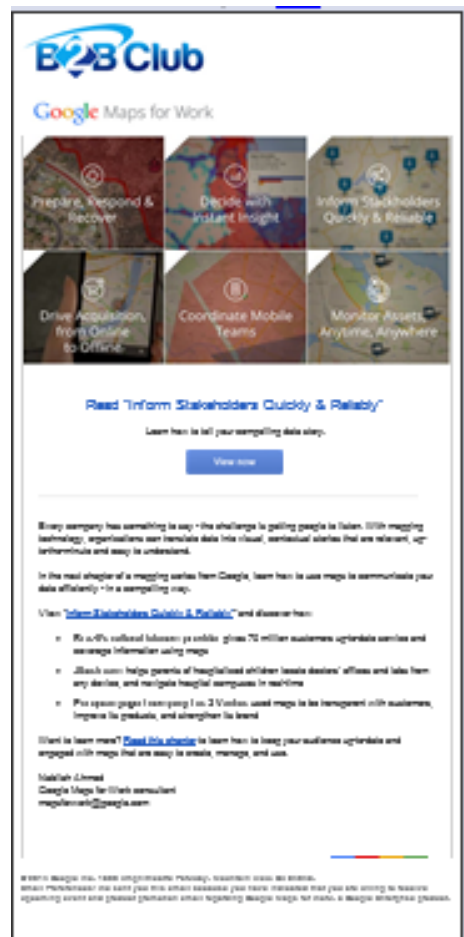
Baker Leasing can arrange 100% tax efficient finance and re-financing for hardware, software and other business assets that you have purchased to re-inject capital into your business and guarantee to beat any other quote subject to credit approval.




Our asset leasing has the potential to offer your business substantial benefits both on and off the balance sheet. By working with you, Baker Leasing will make sure any arrangement always offers you the most effective commercial outcome. Our experience in funding swiftly and competitively can help you:

- Enjoy 100% tax deductible payments
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**B2B Club**  
Google Maps for Work



Read "Inform Stakeholders Quickly & Reliably"

Learn how to tell your compelling data story.

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Every company has something to say - the challenge is getting Google to listen. With mapping technology, organisations can translate data into clear, contextual stories that are relevant, up-to-date and easy to understand.

In the next chapter of a mapping series from Google, learn how to use maps to communicate your data efficiently - in a compelling way.

View "Team, Enterprise, Global & Mobile" and discover how:

- 80+ million virtual locations go online - gives 70 million customers up-to-date services and manage information using maps
- 200k+ users help generate of localised children lesson details' offices and take from any device, and navigate through campuses in real-time
- 100+ pages per 1 company 1 on 2 3 Views used maps to be managed with customer, improve its products, and strengthen its brand

Want to learn more? [Check this article](#) to learn how to keep your customer up-to-date and engaged with maps that are easy to create, manage, and use.

Malcolm Chinn  
Google Maps for Work consultant  
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## About Us

**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.



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