



Business to Consumer Email Marketing

The power of 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 to consumers.

Email Marketing—The “Club” approach

For email marketing to work effectively, it requires a relevant, receptive and active audience. The personal “Club” format pioneered by Web-Clubs, enables us to achieve this by breaking through traditional email barriers, adding a new dimension to normal permission based communications.

Since beginning in 2000 we have launched 6 special interest online Clubs:

- | | |
|-------------------|-------------------|
| Gardeners | Wine/Vino |
| Motorists | Quiz |
| Homeowners | Travellers |

These free to join Clubs gather like-minded people together to present a receptive audience for many new media marketing needs. In addition to the specific interest Clubs, we have two general service Clubs:

- | | |
|-------------------|-------------------|
| Club Offer | NET Offers |
|-------------------|-------------------|

We have a continuously growing loyal membership base. The Clubs provide information, advice, new ideas, offers, links to related sites, exclusive deals and free to enter competitions. Contact is maintained through regular email and social media activity.

Gardeners Club

c.410,000 members

A blooming good site for all gardeners



TRAVELLERS CLUB

c.520,000 members

A first class stop for all travellers



Vino Club

c.310,000 members

A classic blend of news from the world of wine



MOTORISTS CLUB

c.410,000 members

A signpost to all the latest motoring views



Homeowners Club

c.370,000 members

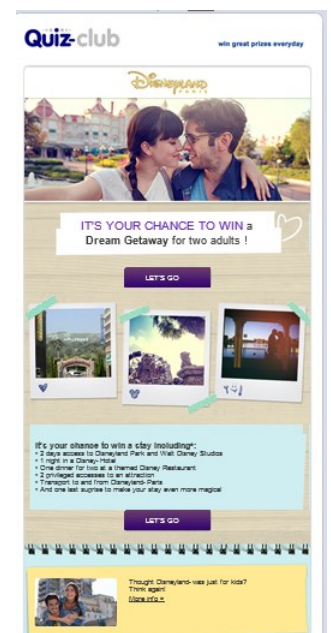
A perfect home for living ideas



Quiz-club

c.275,000 members

A clever answer to email marketing questions



Services available from our 'Consumer Clubs'

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.

Campaigns can be targeted by Club, geographically, by areas of interest, age range and gender.

By far the most popular option is a stand-alone email under a Club brand banner. Or, if you prefer we can send the creative to a specific Club's members with no banner or direct 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 Consumer Clubs

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 £6 to £55 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 10,000 local consumer club members.

(Minimum pricing applies, prices quoted exclude VAT.)

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.

Homeowners Club
Saga Home Insurance

Every home is different...
Let Saga Home Insurance provide the cover you need
[GET A QUOTE >](#)

Dear Mr Hilsdon,

When you are looking for home insurance, there are many things to consider - from the price and features of the policy to the quality of service that comes with it. If you are aged 50 and over there are some of the reasons you may wish to switch to Saga.

Buildings and contents insurance from £120 a year
40% of customers who took out a new policy between October and December 2014, and paid annually, paid this or even less.

Up to £1,000,000 buildings cover and up to £75,000 contents cover available
Plus higher levels of cover available through Saga Tailor-made Home Insurance.

An alternative place to stay
We'll pay for alternative accommodation of a similar size and standard to your home up to £100,000 if you are required to move out during a claim following a flood or fire for example helping to ensure you won't be left out of pocket.

Your switching fees paid
If your renewal is not due, you can still benefit from Saga's protection right away - and we'll reimburse any transfer charges made by your current insurer up to £25.

We hope to hear from you soon.

Yours sincerely
Roger Rankin
Roger Rankin
Chief Executive

[GET A QUOTE >](#)

Gardens Club

giving nature a home
Request a FREE Pack

Request for your FREE information pack by 22 January - [@RSPBCLUBS](#)

Count the wildlife that's counting on you
Big Garden Birdwatch 24-25 January 2015

Join this month's biggest wildlife survey and provide a vital health check on our nation's birds. It's fun, free and the whole family can join in.
Register for your FREE information pack by 22 January and get 10 off your next RSPB shop purchase!

Request a FREE Pack
Big Garden Birdwatch 24-25 January

This pack is available to those aged 16 and over. It cannot be used to purchase any other RSPB products. It is available to those aged 16 and over. It cannot be used to purchase any other RSPB products. It is available to those aged 16 and over. It cannot be used to purchase any other RSPB products.

Hi Ralph,
INTRODUCING
THE GREAT HOME HACK
MARCH 14-18
FULHAM PALACE
BISHOPS AVENUE
LONDON SW6 6EA

Interested in Design? Love wine?

Looking for the perfect party this weekend? Come along to the beautiful grounds at Fulham Palace and join us for a weekend of home design inspiration and award-winning wine from Brancott Estate.

The Great Home Hack will feature live design and home DIY workshops with TV's top home interiorists, the Saturdays, plus award-winning multi-course dinners, tastings and more.

Entry is £5 and includes a complimentary glass of wine. [Find out more here!](#)

Special offer - LIMITED TIME ONLY
Plus early seat glass of wine with games code [BESIGN](#)
White tickets last [Book now](#)

[CLICK HERE FOR TICKETS](#)

[BRANCOTTSTATE](#) [@GREATHOMEHACK](#)
[BRANCOTTSTATE](#) [@GREATHOMEHACK](#)

ENJOY BRANCOTT ESTATE WINES RESPONSIBLY [@brancottestate](#)

NET Offers >>> Web-Clubs

PADDYPOWER SPORT

BET £10 GET £30 IN FREE BETS!
[BET NOW](#)

It's that time of year again. Dust off your blood jacket, grab up your brochure and prepare yourself for plenty of pots of the basic stuff! Yes, that's right, it's time for Cheltenham!

Paddy Power has some HUGE Money Back Specials on offer for each day of the Festival, sure to have every other bookmaker chortling in their confidence... So fall, get yourself ready for the greatest show on earth with this brand spanking new sign up offer... bet £10 Get £30 in free bets!

Cheltenham 2015

NEW ACCOUNT SPECIAL - Sign up with Paddy Power via this email, place your first £10 bet and get £30 in free bets to use for the rest of the Festival.

Existing Customers - Check out our **HUGE Money Back Specials** for this year's Cheltenham Festival!

FREE 30GBP WAGER DETAILS:

1. Open a new account through this mail.
2. Place your 1st £10 bet with Paddy Power.
3. And Paddy Power will give you a whopping £30 in free bets... just for the fun of it!

[BET NOW](#)

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