

# Email Marketing Services

Get more traffic to your website and increase your revenue with a customized email marketing strategy. That strategy includes carefully curated content and eye-catching email designs that will engage your customers.



## Market Directly To Customers

If you have specific products, services, or time-limited offers that you want to promote to a particular group, you can do so. And if executed correctly, you should see an increase in engagement, site visits, and purchases.



## Measure Your Success

Email marketing provides statistics and lets you see how far you've come in your marketing campaign in real-time. This makes it easier to adjust your strategy and reach your goals.



## Increase Open Rates

The first step in an email campaign is to get your customers to open your email. After all, no matter how great your offer is, it would be pointless if they will not even click your message. We pride ourselves on crafting clever subject lines so that you can get more opens and higher click-through rates.

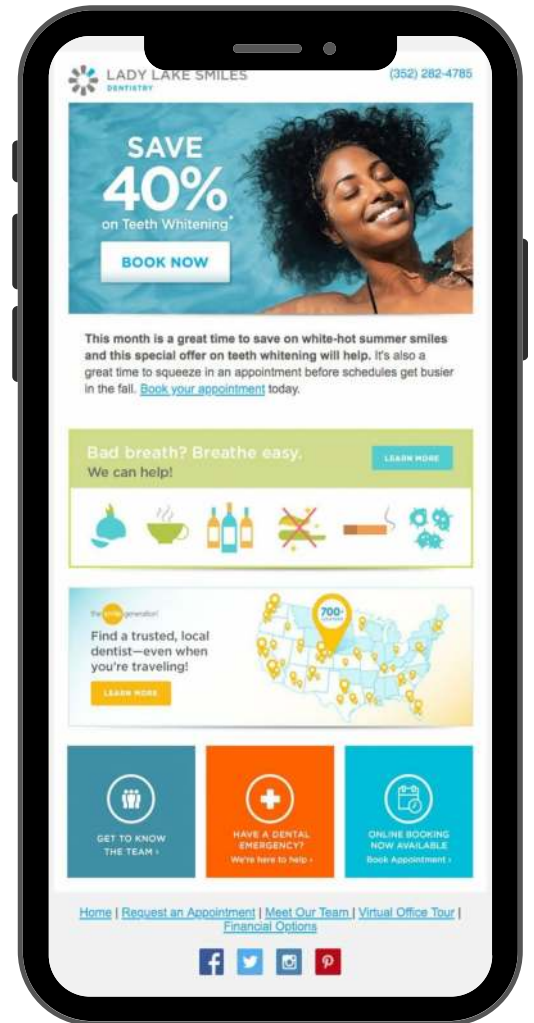
## Email Continues To Deliver A Strong Return On Investment

The average expected ROI is



**\$40**

for every \$1 you spend on email marketing.



Ready to Supercharge Your Business?

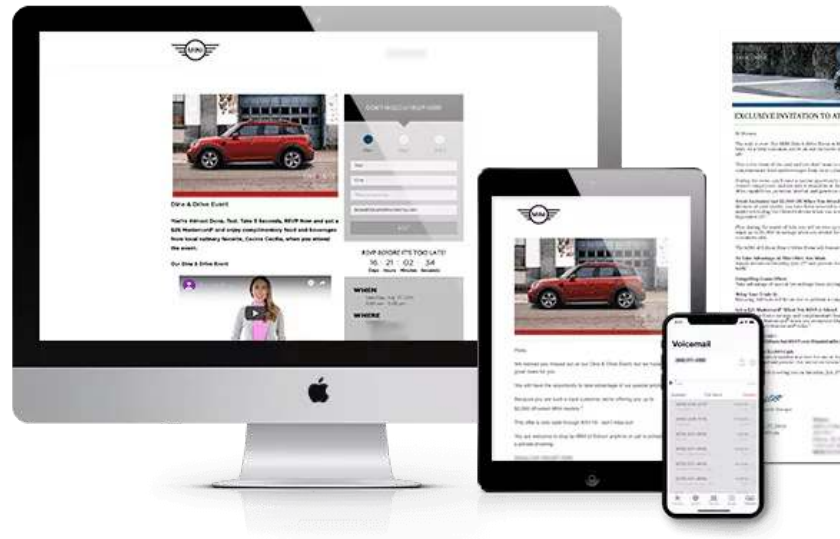
**LOCAL DIGITAL**



# The 5 Steps of Email Marketing

We strive to keep your email rates above the industry average so that you can beat the competition. We also believe that each business is different and needs a customized email marketing strategy to succeed.

- Step 1:** Create a lead form on a landing page
- Step 2:** Run targeted ads to build an email list of subscribers
- Step 3:** Segment your audience by action in your email marketing software
- Step 4:** Set up email automations for each audience
- Step 5:** Determine which leads need to be retargeted with emails to convert



## Email Marketing Pricing

### STARTER PLAN

**\$400 / month**

**2 Emails Per Month**

- Up to 5,000 Emails
- Email Design & Copy
- List Maintenance
- Monthly Reporting
- 1x \$250 Setup fee

### GROWTH PLAN

**\$600 / month**

**2 Emails Per Month**

- Up to 5,000 Emails
- 1 Email Re-drop
- Email Design & Copy
- List Maintenance
- Monthly Reporting
- 1x \$250 Setup fee

### SCALE PLAN

**\$1,200 / month**

**4 Emails Per Month**

- Up to 5,000 Emails
- 2 Email Re-drops
- Email Design & Copy
- List Maintenance
- Monthly Reporting
- 1x \$500 Setup fee

**Ready to Supercharge  
 Your Business?**

