



Smart Domain Group Ltd,

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🌐 www.sdgwebdesign.com

Registered in England No. 04014191
VAT No. 126 9109 14

Email marketing is a low cost and effective way to let potential customers know where you are, what you do and how you can help them.

But you have to stand out from the crowd!

Why use Smart Domain Group for your email marketing?

At SDG, we have a team of marketing experts who know how to write, design and create an e-mail campaign that will get you more business.

The best email marketing system:

We send thousands of emails for our clients and know what it takes to run successful marketing campaigns. It starts with the right technology.

Our Sendsmart email marketing system uses the best technology available, and offers comprehensive reporting in real time to measure its effectiveness.

The email marketing system we use delivers your messages reliably to the inbox of your customers. It also includes a number of checks to avoid tripping unwanted 'spam' email filters as well.

Skilled email copywriting:

Our copywriters know exactly what great email campaigns require. We'll craft the right words to encourage people to sign up, great subject lines to tempt them into opening your emails, and content which will make them want to buy your products or services.

It's also vital to avoid being seen as unwanted spam by avoiding certain words and phrases, having a balance between text and images, and ensuring that you are delivering enough quality content and value to your subscribers.

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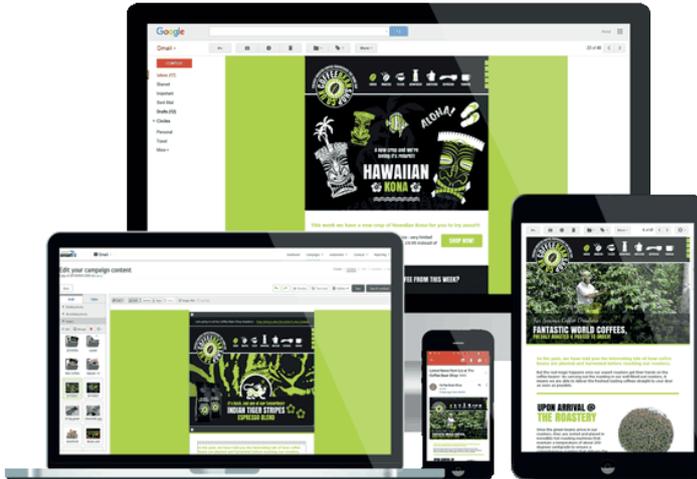
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Stylish email marketing designs:

Our in-house designers are experts in designing email campaigns which look great, work across different email providers, and deliver sales.

We'll create email templates which support your brand and website with clear information in a readable format, stylish design features, and other unique additions to help you stand out as the best in your industry.



What can you expect from the Smart Domain Group

- Experts in e-mail marketing that want you to be successful
- Outstanding help and support
- Exceptional e-mail marketing system that delivers
- Fixed prices without any surprises

What is email marketing?

Email Marketing refers to all messages sent to new or existing customers. It can include automatic emails when customers sign-up to a regular newsletter, make a purchase or may be due for a replacement to an existing product or service. Or manually created newsletters, sales offers and other promotions.

Why is email marketing so important?

When a new or existing customer gives you permission to contact them via email, they've shown they have more than a passing interest in your business. So it's not surprising that email has a higher success rate than many other marketing methods in driving sales.

Depending on your industry and the strength of your offer, around 20% of your total subscribers will open each email, with 3-4% clicking on links within it.

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