

StrongMail Strategic Services

Conceptualizing and optimizing your email and social programs



StrongMail offers a wide range of strategic services to optimize your email and social media campaigns

As marketers look to improve the performance of their email marketing and social media programs to expand into new channels and modes of communication, StrongMail's Strategic Services team is ready and able to help. StrongMail understands that providing marketing technology is only a portion of what marketers need to be successful today. Having direct access to subject matter expertise and resource support helps everyone do more with less.

StrongMail's Strategic Services team is focused on producing top-line results for your email and social programs. Making that impact today means expanding your digital marketing horizon to incorporate new and evolving online channels to stand out from the crowd.

StrongMail is serious about Strategic Services and has invested heavily in building a best-in-class service offering that addresses the email and social needs of our clients via the four following areas of support:

- **Strategy Services:** program optimization, new program development, strategic testing and measurement
- **Creative Services:** layout and design services, copywriting and HTML production best practices
- **Production Services:** expert HTML code and other hands-on support of email campaign development
- **Deployment and Management Services:** full-service deployment and program management services

Strategy Services

Email and social programs come and go so quickly that spending the time necessary to develop and optimize performance is often an after-thought. Our strategy team will help you give them the attention they deserve by working with you to optimize key programs, develop new ones and engage in strategic testing and measurement. Take advantage of our strategy expertise to accomplish the following objectives:

- Conceptualize new programs, including:
 - Lifecycle
 - Preference Center
 - Transactional
- Optimize existing programs
- Identify new segmentation and targeting tactics
- Create optimal subscription experience at the onset of the relationship



About StrongMail Systems, Inc.

StrongMail's online marketing solutions for email and social media enable businesses to reach, engage and influence their target audience using the most powerful channels available to marketers today.

StrongMail gives email marketers the control and support they need to improve campaign performance, boost deliverability and lower costs, while also leveraging the power of social media to extend the reach of their campaigns and brand to new audiences. Combining an easy-to-use email marketing application, high-performance delivery system, viral-marketing tool, social media integration, and a wide range of deliverability, strategic and supporting services, StrongMail makes it possible for companies with all levels of resources and expertise to take advantage of its proven solutions.

Headquartered in Redwood City, CA, StrongMail's clients include global leaders across virtually every industry.

To learn more about StrongMail, please visit www.strongmail.com.

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"StrongMail took the time to understand our goals and leveraged its international expertise to develop a successful campaign that establishes a strong foundation for FOXSports.com's direct-to-consumer marketing."

Andrew Hossom
Vice President of Marketing
FOX Sports Interactive

Creative Services

While your program creative is only a portion of what drives its success – it is the aesthetic wrapper of how your email and social customers interact with and see your brand. The creative is the most visible part of any online program and if not properly executed can have a detrimental impact on your effort. Our creative experts work with you to not only effectively reflect your brand in your email and social program creative, but leverage cohesive testing methodologies to deliver you the best creative option for your programs.

Production Services

As resources become increasingly stretched, our Strategic Services organization offers relief to your production needs – whether you need long-term support or on a project basis, our team can code your HTML or configure your social program for you. Our email and social production experts are knowledgeable of best practices, rendering considerations and other challenges.

Distribution & Management Services

For companies lacking the resources or expertise, StrongMail offers full-service campaign distribution and management services. Our team will put your email and social programs through an intensive QA process to ensure the best possible experience for your customers and prospects. And the support doesn't stop there. Our experts will monitor your program performance and provide insights and recommendations for conversion improvement and increased exposure.

