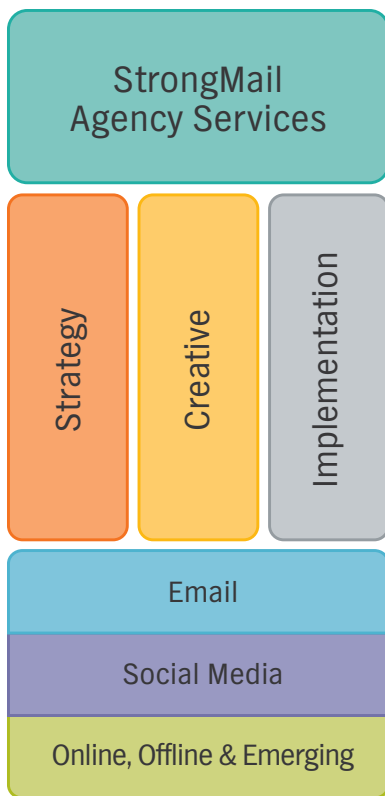


StrongMail Agency Services

Conceptualizing and optimizing marketing programs
for email, social and other channels



StrongMail offers a wide range of agency services to optimize your marketing programs across email, social and other channels.

StrongMail understands that marketing technology is only a portion of what marketers need to be successful. Having direct access to a full-service agency with deep subject-matter expertise and resource support helps everyone do more with less.

StrongMail's Agency is focused on producing top-line results for your email, social, online and offline programs. Making that impact today means expanding your marketing horizon to incorporate new and evolving online channels and marketing programs.

StrongMail provides comprehensive agency services across the three key areas of support outlined below.

Strategy Services

With marketers often being tasked to run more programs with less resources, it can be difficult to find the time that is necessary to develop and optimize performance. StrongMail's Agency can 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.

Utilize our strategy expertise to accomplish core objectives, including conceptualizing and executing new programs, improving existing programs, optimizing the subscriber experience and identifying new segmentation and targeting tactics.

Creative Services

While your program creative is only a portion of what drives its success, it is the aesthetic wrapper of how your customers interact with and see your brand – both online and offline. Creative is the most visible part of any marketing program and, if not properly executed, can have a detrimental impact on your effort.

Our creative experts work with you to make sure that your brand is effectively integrated into your email, social, online and offline programs, as well as leverage cohesive testing methodologies to deliver you the best creative option for your programs.

Implementation Services

As resources become increasingly stretched, StrongMail's Agency offers relief to your production and deployment needs – whether you need long-term or project-based support, our team can code your HTML email, configure your social program, or provide full-service campaign distribution and management for any of your ongoing marketing programs. In addition to an extensive QA process to ensure the best possible end-user experience, our experts will also monitor your program performance and provide insights and recommendations for conversion improvement and increased exposure.

With StrongMail's Agency, you get ready access to an experienced team of online and offline marketing experts are knowledgeable of best practices, rendering considerations and other challenges.

"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



About StrongMail Systems, Inc.

StrongMail enables marketers to forge meaningful, profitable and long-lasting connections with their customers through email marketing and social media.

Offering a comprehensive suite of technology and services, StrongMail takes a fundamentally different approach to traditional email service providers that offers many unique advantages to brands. StrongMail's dedicated solutions offer the lowest total cost of ownership of any enterprise email marketing solution and easily integrate with customer data sources to help marketers improve the performance of their email marketing campaigns.

StrongMail's email and social CRM agency provides industry-leading strategic and creative services to help marketers listen, learn, engage and influence best customers.

It's these differences that have led Fortune 2000 brands to switch to StrongMail.

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

Contact StrongMail Systems today.

800-971-0380
info@strongmail.com

StrongMail Systems, Inc.
1300 Island Drive, Suite 200
Redwood City, CA 94065
P 650-421-4200
F 650-421-4201

www.strongmail.com

Agency Capabilities

StrongMail's resident experts offer a comprehensive array of agency services outlined below to assist you in all aspects of program set-up, optimization, design and best practices to drive better results from your online and offline marketing programs.

Email Marketing Strategy, Creative and Implementation

Our team has created large-scale email campaigns for some of the world's biggest brands. We can deliver at every stage of campaign development – from strategy and execution to coding, testing and reporting.

Social Media Strategy and Program Management

We create end-to-end social media programs and help support them. Our team can modify our existing tools or develop completely custom solutions, depending on your business needs.

Online Display Advertising

From standard units to rich-media banners, we build powerful online display-advertising strategies, concepts and campaigns that encourage user interaction and deliver results.

Web Design & Development

Our team delivers highly engaging and highly functional websites – from IA and design all the way through to back-end development and implementation.

SEO/SEM

Whether organic or paid, we can develop and implement search strategies, execute campaigns and purchase search media. We also offer content and traffic analysis and competitive research.

Brand Development

Whether a brand needs a new face or simply wants to brand a new sub-brand or initiative within their master brand, we will deliver research, strategy and execution of Brand Identity, including name and logo development, corporate ID and collateral.

Print Advertising and Collateral Strategy

Print advertising, collateral and direct mail still play a pivotal role in extending a brand's reach and identity. From creative development to production and fulfillment, we can help you create print advertising, collateral, marketing materials and more.

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StrongMail Systems UK, Ltd is a company registered in England and Wales at 5 New Street Square, London EC4A 3TW. Reg. No. 6398867. VAT # GB 925 07 6228. Trading Address: St. Clements House, 27-28 Clements Lane, London EC4N 7AE.

