

Managed Email Marketing Service

Fully Managed Solution

Our talented team will build an engaging monthly email for your business. We will communicate with you to gather all the necessary content and insights to develop an email that suits both your brand and your marketing goals.

What to Expect Next:



Within 2 Business Days

*after the order is received

Our content team will send you a **Confirmation Email** to confirm the receipt of your order along with a request to schedule a consultation call at your earliest convenience.



When the client books the call (Typically within the week)

*after the Confirmation Email is sent.

Initial Strategy Call: Our content team will conduct an **Initial Strategy Call** with you to gather the necessary information to complete the setup and develop a strategic direction for your email campaign.

- Discuss desired color scheme, logo, and template format
- Discuss your marketing goals and the desired content
- Review recommended customizable email template options.

Important: Please note that our team will not be able to begin work on your email campaign until we complete the initial strategy call.



10 Business Days

*after the Initial Consultation Call is Completed

First Draft: Based on the information provided during the strategy call, our content strategists will design a **First Draft**—which includes your chosen color scheme, logo, images, and custom content—and send it to you for approval. If any changes are needed, one round of revisions in a single email can be submitted by replying to the email.

Important: ONE set of revisions is included. You will be required to outline all requested changes in one single email. Additional changes submitted following that email will be charged at an hourly rate.

Please note that our team will not be able to continue work on your campaign until all missing information and revisions have been provided.



3 Business Days

*after the client's approval of the First Draft is received and the required assets are provided.

Final Draft: Our content team will complete the requested edits. We will share the campaign with you for one final approval before sending it to your contacts. If any changes are needed, one round of revisions in a single email can be submitted by replying to the email.

Important: ONE set of revisions included. You will be required to outline all requested changes in one email. Additional changes submitted following that email will be charged at an hourly rate.



2 Business Days

*after the client's approval of the Final Draft is received.

Campaign Execution: After you've approved the final draft of your campaign, we will send it to your mailing list for you!

Please note that if no response is received, we will not send out the email to your mailing list on your behalf and the campaign will be considered paused for the month.

Congratulations! Your email has now been sent to your audience.

Important Notes:

- The email marketing service timeline of 15 business days begins from the day we complete the consultation call.
- Timelines may vary based on client responsiveness and delays in providing the required assets.
Timeline is considered paused while waiting on customer response. We will send 2 reminders when waiting on customer (1 per week), and if no response is received, the email campaign production will be put on hold.
- The production timeline will be adjusted when additional emails or custom billable hours are added to an order.
- We require direct contact with the business owner via email and phone to ensure we deliver the email campaign on the timeline outlined above.

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FAQs

Client Expectations:

- Complete a Initial Strategy Call with our Content Strategists
- Provide images, logos, color schemes, and text content as requested.
- Communicate efficiently with us to keep the project on track in order to meet the set deadlines.

What kind of content will you create for my business?

Email marketing is all about creating value for the reader. Depending on your audience, that might include an informational newsletter, or a monthly promotion. We'll work with you to create rich content that engages readers and motivates them to accomplish the goals you're hoping to achieve.

Can I add extra emails to the set package?

You absolutely can! In fact, industry experts suggest that 1-2 emails per week is ideal frequency for better sales. There is no limit to the number of extra emails you can order. Each additional email will come at an additional cost.

How do cancellations work?

Due to the high initial investment to create and refine a strategy for an email marketing campaign, we require a 3 month commitment to allow our team to execute the planned strategy.

Do you provide stock images?

We can absolutely provide stock images if requested and required by the client. However, we recommend that your client provide professional images of the business to ensure an authentic and engaging email campaign.

Is a monthly content call necessary?

We always recommend completing a short content call for every monthly campaign. This helps ensure that our team is able to deliver an email strategy that suits your business's needs and targets the right audiences with the right messaging.

What are the limits for word count on each email?

We do our best to adhere to the industry's best practices, as 200-250 words typically receives the best open and click-through rates.

What templates and layouts can I choose from?

During the onboarding and content calls, we'll review a few different templates with you to best suit your needs.