

E-mail Marketing



Fullhouse has successfully planned and executed permission-based e-mail marketing campaigns for more than eight years. Our team of opt-in e-mail experts provides e-mail marketing services in four primary areas:

Strategy

Working closely with our clients we identify short and long-term objectives for their e-mail marketing initiatives. Fullhouse then develops a strategy to meet these objectives. This strategy may include e-mail campaign planning, an approach to permission list-building, content development plans and establishing success metrics.

Creative Services

Fullhouse's creative team and our user experience designers collaborate with our clients to develop engaging e-mail designs and timely, relevant content. We ensure that all elements support our clients brand strategy and other online and offline marketing initiatives.

Database Management & Technology

Fullhouse understands that good direct response marketing is based on good database management. It's not enough to accumulate a lot of customer e-mail addresses – your e-mail marketing efforts should develop your customer relationships by delivering information that specifically relates to them. The more relevant and personalized a message is to each recipient, the better the response rate. Our e-mail team combines its technology and marketing skills to manage your database and your customer's preferences.

Delivery & Reporting

The pervasiveness of spam has generated an enormous consumer backlash and given birth to laws and technologies that – while shielding consumers from unwelcome messages – can also block legitimate e-mails that consumers have opted to receive. Fullhouse's approach to deliverability can make a difference. We have extensive knowledge on the CAN-SPAM law and ensure that all of our messages and clients are compliant. We also use spam-recognition software to analyze outgoing messages, minimizing our spam "score" and helping our messages get through filters. Finally, we test all of our messages on multiple clients and domains and then closely monitor our campaigns and address deliverability issues as they occur.

Using the campaign benchmarks established during strategic planning, Fullhouse provides complete campaign reporting and analysis. We are constantly adjusting our approach based on data trends and industry best practices resulting in increased e-mail effectiveness.

Who we've done it for:

Our e-mail marketing clients include

- Miller Brewing Company
- Midwest Airlines
- Froedtert & the Medical College of Wisconsin
- Diabetes Research Institute
- eFunds
- Guaranty Bank

Getting it done:



Fullhouse has partnered with ExactTarget to effectively manage and deliver e-mail marketing campaigns. Home Depot, Scotts, Bristol-Myers Squibb, and more than 5,000 organizations worldwide rely on ExactTarget e-mail solutions to strengthen their customer relationships.

ExactTarget is an industry leading ESP (E-mail Service Provider) offering a full-featured e-mail delivery, reporting and analytics platform. Our clients benefit from Fullhouse's long relationship with ExactTarget, providing access to a 'best-of-breed' software platform with a small initial investment and low ongoing costs.

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