



**RAD365 Media**  
Let's Go Digital

*“ Get your businesses going in the right direction with the best email marketing tools and procedures. Turn prospective customers into fans.”*

- ➔ **Should we think email marketing as a task? Wouldn't it be better if we think it as a conversation; an ongoing conversation with our customers.**
- ➔ **No matter, what products or services you are offering; if you don't send informational mails the right way, your customers may find it easy to neglect you.**
- ➔ **Adding email marketing to your marketing toolbox enables you to be more strategic. You can measure, you can track changes, you can manage and you can ultimately deliver.**



**MEASURE**



**MONITOR**



**MANAGE**



**DELIVER**



Email marketing keeps customers **engaged** through **consistent** communication.



Email marketing helps save time through **targeted** and **automated** email campaigns.



Email marketing helps intelligently **analyze** consumer behavior as per **demographics**.



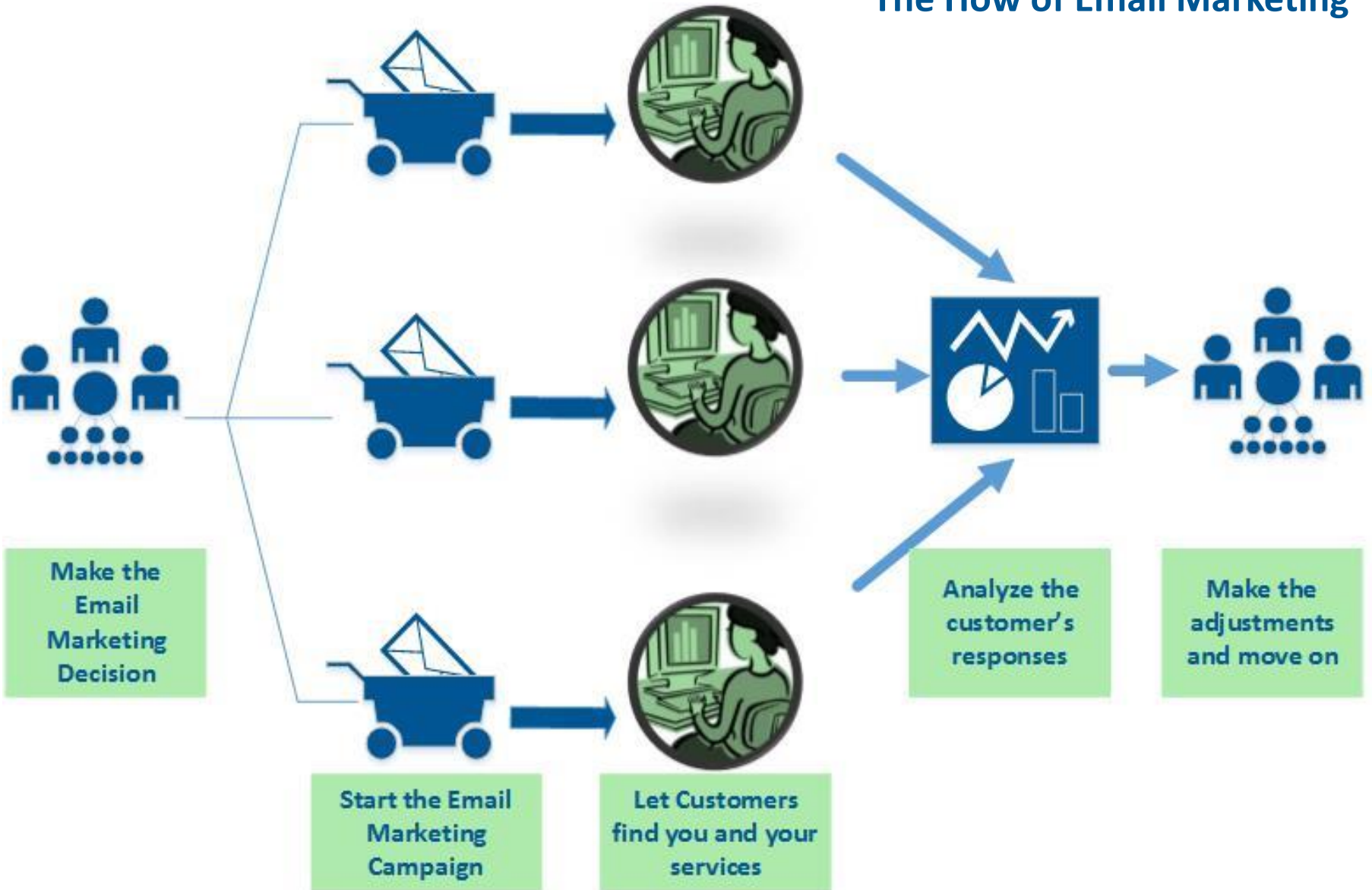
Email marketing lets you measure **statistics** and make **adjustments** on the go.



Email marketing helps you share unique **content** as per customer's **unique** preferences.



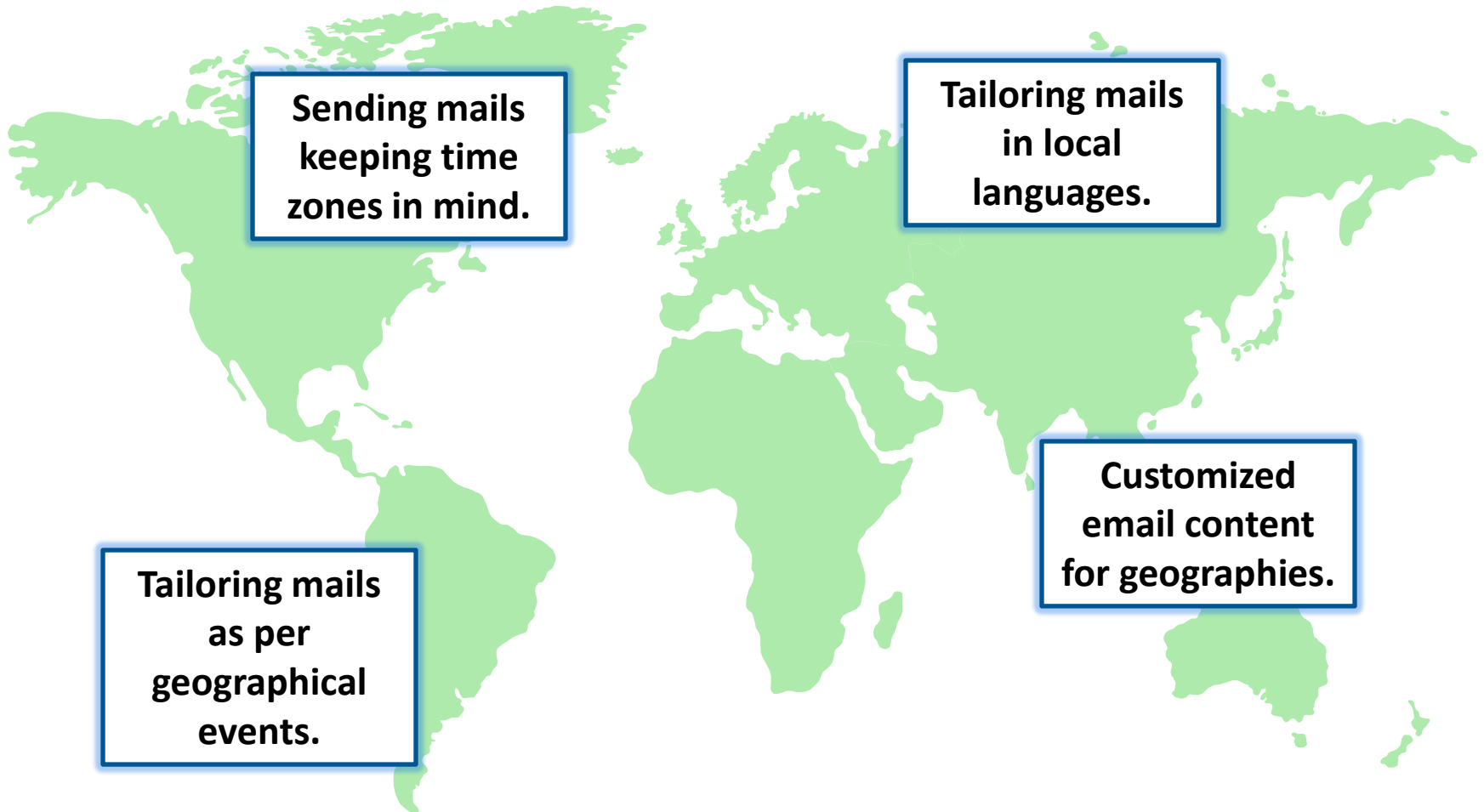
## The How of Email Marketing



# INTERACTIVE EMAIL TEMPLATES TO GET THE BEST OUT OF YOUR EMAIL MARKETING CAMPAIGN



Segmenting emails by **geographies** helps build a strong list of prospective customers.



## Segmenting emails by **purchase behaviors** helps understand the needs of your customers better.

Send emails as per type of products purchased.

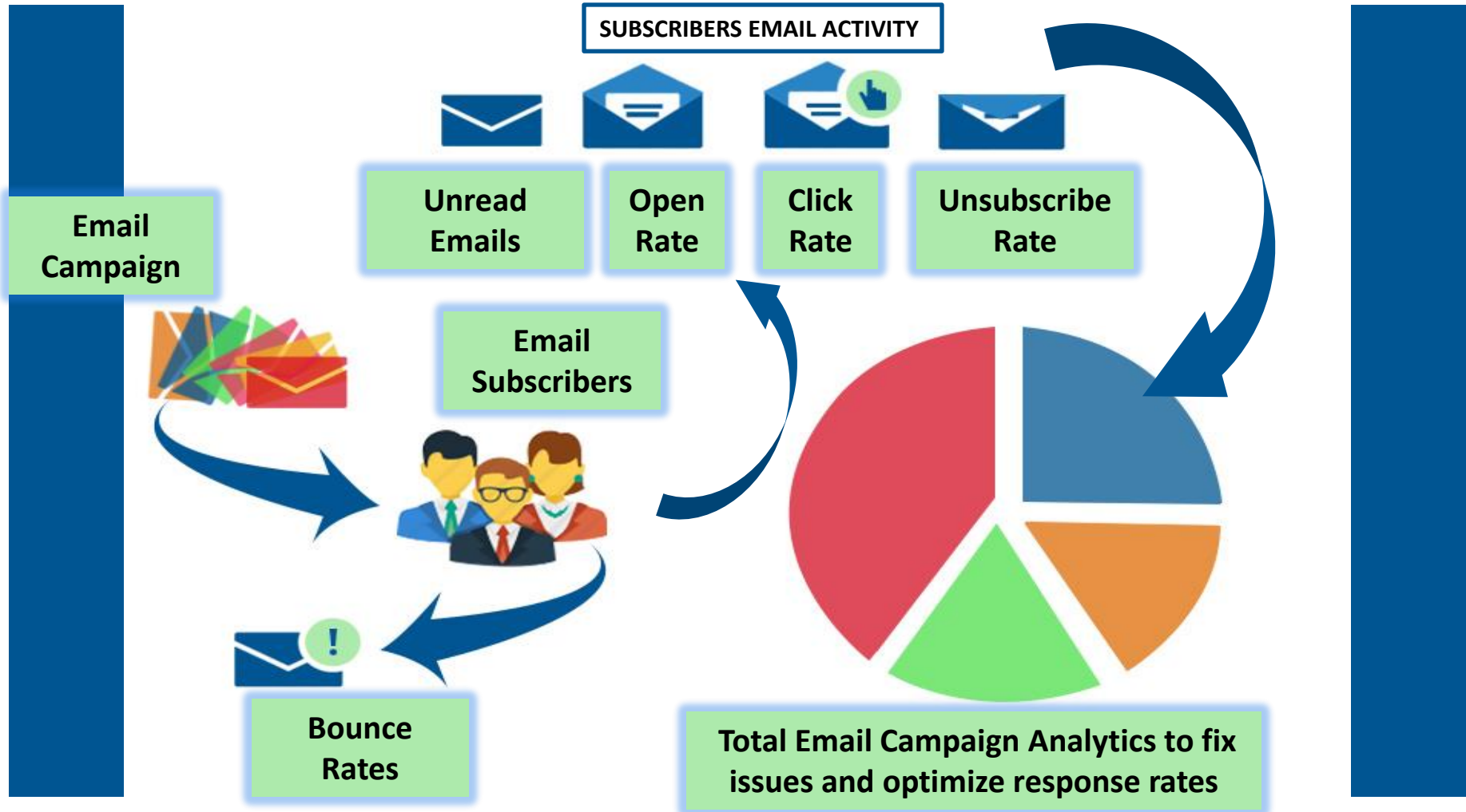
Send custom emails as per purchase dates.

Send custom emails as per purchase amounts.

Send targeted emails to customers who have not purchased yet.



Segmenting emails by **customer's email activity** helps understand the results and work for even better.





## EMAIL MARKETING AT RAD365 MEDIA

- ✓ Mastering the email marketing metrics is what directly impacts the campaign performance. We track results to make you understand where you are in your email marketing journey and how you should go forward to get optimized results.
- ✓ We support you with optimized email content, template design, campaign tracking and ultimate customer relationship building.
- ✓ Your business is unique. That's your identity. We have custom plans to enhance your identity.

### ***Our Email Marketing Features***

- ✓ Custom email campaigns
- ✓ Social media integration
- ✓ Robust application infrastructure
- ✓ Consistent campaign monitoring
- ✓ Detailed graphical metrics
- ✓ Customer behavior tracking across geographies

### ***Our Email Marketing Benefits***

- ✓ Frequent communication with customers
- ✓ Fast and measurable ROI
- ✓ Track user engagement digitally
- ✓ Reduced overhead costs
- ✓ Faster and wider customer reach
- ✓ Brings repeat business

*“RAD365 Media helps you get the peak performance that you need to stand out in the digital space and outperform your competitors.”*

**RAD365 Media**

**3350 SW 148<sup>th</sup> Avenue**

**Suite 110 , Miramar, FL-33027, USA**

**Email: [info@rad365media.com](mailto:info@rad365media.com)**

**Phone: +1-954-364-7098**

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