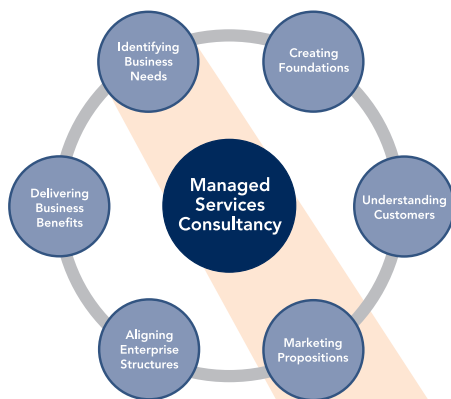


# Alterian Managed Services Consultancy

## Email Best Practice

### Managed Services

Alterian offers integrated marketing solutions that are either on-site installed or hosted in our secure data centre. In addition to hosting the solution, we provide a number of hosted services delivered by the Managed Services Consultancy team.



One of Alterian's solutions is Dynamic Messenger – a top tier Email Service Platform – on top of which we can provide specific email services such as Email Best Practice workshops.

### Email Best Practice

<b>Engagement:</b>	Part presentation, part workshop, plus an optional strategy document tailored to individual requirements and recommendations
<b>Solutions:</b>	Dynamic Messenger
<b>Deliverables:</b>	Deliverability Best Practice presentation; Email Marketing Best Practices presentation; Optional Strategy document

**With significant growth continuing in email marketing and increasing competition to garner attention in your subscribers' inbox, can you afford not to be utilizing industry best practices?** Marketers want their campaigns delivered to the inbox and read (and preferably responded to) and the recipients want the messages they asked for without having to wade through a sea of irrelevant content and offers from brands they may or may not have signed up with or even heard of.

With more and more companies in the marketplace trying to reach the same recipients as you and with the added complication of ISPs battling to decipher which email was requested by their customers and how to keep unsolicited emails out of their systems, email marketers can't afford not to take every opportunity to improve their chances.

Alterian's Managed Services Consultancy team has extensive experience in educating marketers in industry best practices and advising how to practically implement those best practices within your own email program environment in a way that makes most sense for your business.

*"A down economy means more email but with the same or less marketing budget."*

– MarketingSherpa

### Deliverability Optimisation

What does deliverability really mean and how do you optimise your campaigns to get into the inbox?

### Inbox Optimisation

With open rates in decline and greater competition in the inbox, can you afford not to follow best practice and optimise your campaign's opportunity?

### Workshop

Tailored to suit your needs Alterian's Managed Services team can run a workshop on your existing strategies, creative and campaigns looking for opportunity to apply best practices from both deliverability and inbox optimisation.

### Strategy Recommendations

A write-up of the recommendations as a result of the workshop to give you a plan to work towards over the coming weeks and months.

Recommendations will be focused on how to optimise your campaigns in a competitive marketplace. Getting into your customers inbox, getting responses to your emails and giving you useful tips and techniques that enable you to optimise your results.

### Further Information

To find out more about how Alterian can help with the branding of your Dynamic Messenger account, please contact the Managed Services team or your Partner Development Manager. Alternatively, you can send an email to [MSC@alterian.com](mailto:MSC@alterian.com) with a request for someone to contact you.