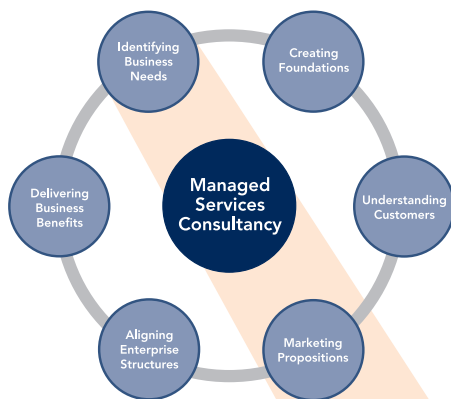


Alterian Managed Services Consultancy

Maximising Email ROI

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 Maximising Email ROI.

Maximising Email ROI

Engagement:	1 day workshop based around a PowerPoint presentation
Solutions:	Dynamic Messenger
Deliverables:	Maximising Email ROI presentation

Email marketing is a significant contributor to both online and offline sales for many organisations In the current global economic climate with many marketers believing that sales cycles are lengthening and finding it harder to attract new customers, marketers are doing everything they can to keep the average purchase price high. ROI for this channel has never been more important to consider.

Email may be a cost effective route to market compared to traditional offline channels, but it is only effective if optimised at all levels, from targeting and segmentation through to a recipients' experience of your brand.

How expensive is it to replace a missed opportunity, such as when the email is targeted incorrectly or the message results in an unsubscribe as it was irrelevant to its recipient?

Alterian's Managed Services team can deliver a presentation-based workshop aimed at picking the best strategies and theories from the marketplace and applying them to your email programs.

"Increasing ROI is the most important issue facing marketers"

– DMA Benchmark Q4

State of the Market and Trends

Find out the latest research on the email market place and how the economic climate affects email trends.

Optimising your Email

Covers a range of topics from best practices to optimising processes such as registration, subject lines and email layout.

Digital Marketing Analytics

Learn about the 5 W's and how harnessing them can affect the ROI of your programs.

Transactional Marketing

Learn about the different types of transactional emails and what consumers actually want.

Tracking the Message

What are marketers tracking and what should they be tracking.

Deliverability Low Down

Discover the main causes of deliverability issues and the actions you can take to avoid tripping up on them.

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 with a request for someone to contact you.