

Email Marketing Development & Automation Execution Proposal

Prepared by Don L. Plehn Jr

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The purpose & goal of this proposal is to provide your company with a detailed email marketing automation strategy designed to expose your companies brand, product and service. With a core focus on delivering a “World Class Email Experience” this email marketing strategy will ensure that from an email marketing perspective your organization leaves no stone unturned. This proposed strategy will include the following 4 strategic categories:



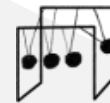
CREATE

- ✓ Email Calendar Creation
- ✓ Email Template & Content Creation
- ✓ Promotional Offer & CTA Creation
- ✓ Landing Page Creation
- ✓ “Thank You” E-Card Creation



CONNECT

- ✓ CRM Integration with your existing email marketing platform



AUTOMATE

- ✓ Email Distribution Workflow
- ✓ Email Distribution Automation
- ✓ Registration Abandonment Automation
- ✓ Welcome Email Automation
- ✓ “Thank You” E-Card Automation



OPTIMIZE

- ✓ Database Segmentation
- ✓ A/B Testing
- ✓ Campaign Analytics Reports



About Don L. Plehn Jr | Outsourced Consultant and Email Marketing Expert

Prepared By Don L. Plehn Jr
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Currently the Founder and CMO of Big Fox Marketing, I am award winning digital marketing expert with a core focus on developing and executing email marketing strategies for small to medium size businesses. With more than 15 years of marketing experience I bring a wide range of marketing expertise, including but not limited to, email marketing strategies, automation development, landing page development, CRM integration, abandonment automation, multi-variate testing, optimization and reporting. If Your company is looking for a true expert, with experience in growth hacking, exposing brands and acquiring new customers then look no further.

Don's Email Marketing Platform Knowledge and Expertise



The Word On The Street About Don, Is;



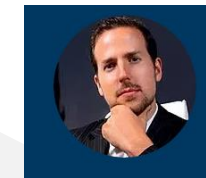
Stephen Soper, CEO

Don is an incredible asset on many different levels. His Insight and expertise shines bright in his performance.



Armie Carabet, CEO

Working with Don is an absolute pleasure. He brings vast knowledge in marketing and has helped expand our product and brand across the US.



Timothy Green, CEO

Don's experience and ability to execute marketing strategies has helped our company grow by more than 1000%. We love Don!



Jason Raznick, CEO

Bringing Don on-board was a GREAT decision. His ability to adapt, identify challenges and quickly execute solutions is one of his many strengths.

2018 Client Portfolio





The most integral part of email marketing is the “Creation” of the email marketing strategy in general. This slide provides a high level overview of the individual staged assets that I will create for your company. It’s important to create beautiful, branded emails that position your company as a leader in your industry. Many studies show that email marketing offers the highest return per marketing dollar. That said, the goal for your company is to develop email content that keeps your audience engaged and offers a clear call-to-action moving forward. Here is a brief overview of the “Creation” portion of the email marketing strategy.

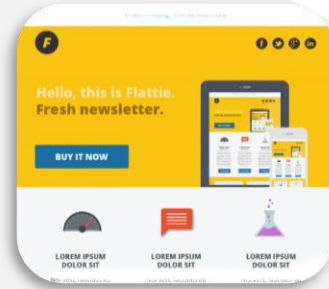
All “CREATE” Items are tied directly into your email marketing platform.

Email Calendar Creation



To make sure that all the money and hard work begets you the best email marketing metrics, it is of utmost importance to spare some time and create an email marketing calendar. It will help to keep everyone in your marketing team on the same page and maintain a record of all the activities carried out to run each email campaign.

Email Template & Content Creation



A visibly pleasing, informative and effective email for the your brand is just a step away. I will create new email templates that are a step above the competition. Using catchy subject lines, informative pre-text and great content for all your emails. We can develop multiple emails, newsletters, and promotional offers, welcome emails, thank you emails and more.

Promotional Offer Creation



Creating a promotional offer such as a “Buy Now” or “Free Demo” as an example will be key. Your call to action (CTA) is the chance to motivate your audience to take real steps toward becoming a customer or client. It can be the determining factor between a lead and a conversion. Many argue that the call to action is the most important part of your site or ad campaign.

Landing Page Creation



Any savvy inbound marketer “gets” that once you've done all that hard work to get visitors to your website, the next big step is to convert them into leads for your business. Landing pages are the heart and soul of an inbound marketer's lead generation efforts. For your company, I will create a high conversion landing page/s and test against the current LP.

Thank You – E-Card Creation



From design to send, you can manage your postcards alongside all your other marketing efforts in your email marketing platform. I will create your design, choose who you want to reach, and I will send your E-card on your behalf. E-cards are great for holidays, birthdays, thank you messages and more.



CONNECT | Email Marketing Strategy

Connecting your contacts database to your email marketing platform via API integration is highly recommended. This will ensure that email campaigns correlate in real time with all existing and new company prospects. With CRM integration, you don't have to switch tabs just to send a campaign, or to sync your contact lists. All contacts will be automatically synced and emailed based on the workflow they are assigned to. Your subscriber lists will be automatically updated in both applications making duplicate contacts, outdated subscriber lists, and struggling campaigns a thing of the past. Here is a brief overview of the benefits of CRM Integration within your email marketing platform.

Connecting your Email Tool w/ Your CRM

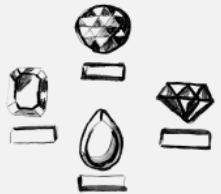


The screenshot shows an email marketing platform interface with a navigation bar (Campaigns, Templates, Lists, Reports, Automation) and a main content area. The main content area displays a list of subscribers with columns for Email Address, First Name, Last Name, and Member Rating. A CRM Database overlay is visible, showing a search criteria of "Tags is Travel customers 2016" and a list of contacts including John Carlsberg, Albert Snow, Salma Green, Nate Kinsley, Laura Walker, Cole Memphis, Mack Murdock, Jin Mishima, Billy Madison, and Harry Kingsley. A blue arrow points from the CRM overlay to the email platform interface.

Segments	All Subscribers				
<input type="checkbox"/>	john@gmail.com	John	Carlsberg	★★★★★	8/9/16 3:11PM
<input type="checkbox"/>	albert@gmail.com	Albert	Snow	★★★★★	8/9/16 3:11PM
<input type="checkbox"/>	nate32@gmail.com	Nate	Kinsley	★★★★★	8/9/16 3:11PM
<input type="checkbox"/>	laura666@gmail.com	Laura	Walker	★★★★★	8/9/16 3:11PM
<input type="checkbox"/>	cole1991@gmail.com	Cole	Memphis	★★★★★	8/9/16 3:11PM
<input type="checkbox"/>	mackert@gmail.com	Mack	Murdock	★★★★★	8/9/16 3:11PM
<input type="checkbox"/>	jinjin65@gmail.com	Jin	Mishima	★★★★★	8/9/16 3:11PM
<input type="checkbox"/>	billygf@gmail.com	Billy	Madison	★★★★★	8/9/16 3:11PM
<input type="checkbox"/>	kincart@gmail.com	Harry	Kingsley	★★★★★	8/9/16 3:11PM



Create a single, **shared view** of your audience.



Organize your contacts however you need to

Get **insights** about how to talk to your audience



Build a **personalized** experience for every customer





Developing automation within the email marketing strategy will ensure that your organization has an “Always-On” marketing approach. With email automation you can now send the right message to the right people at the right moment, without having to do the work every time. By Automating the email distribution we can now create workflows and unique messages to be sent based against specific actions, on specific days, at specific times and in a specific number of sequences. Here is a brief overview of the automation email marketing strategy.

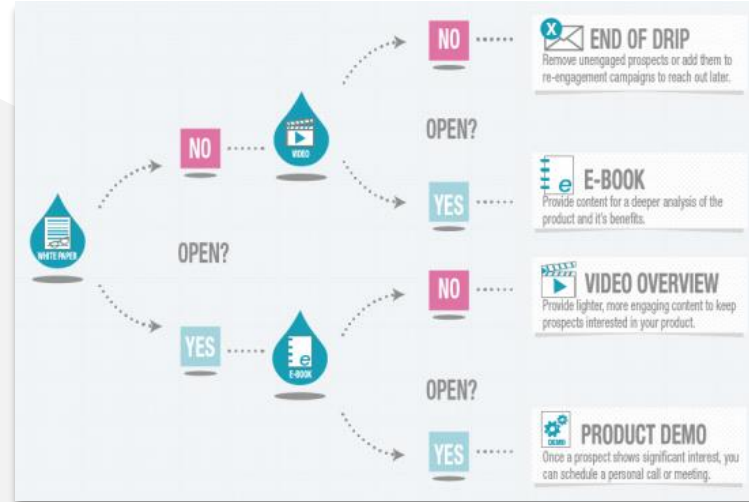
All “AUTOMATE” Items are tied directly into your email marketing platform.

Email Distribution Automation



One of the biggest benefits of email automation, is exactly that, they are automatic. After they've been set up, we will choose a specific criteria to trigger the workflows. You don't need someone to send each email 1 at a time. Your company will now be able to rely on the email automation to work 24/7. I will create sequences and timing for each unique email in advance. This will ensure every contact in the your database receives the entire email series from start to finish.

Email Distribution Workflow



The new email workflow will make sure that we are “Nurturing Leads” effectively. Some contacts may request a purchase a product or request a free demo immediately after the first email, sometimes, these contacts are not ready to purchase or communicate right away. Email workflows are designed to nurture your leads by sending them multiple emails at various times in the automation process. Making sure that all contacts have been given multiple opportunities to take an action.

Welcome Email Automation



Make a great first impression and personally welcome all your new subscribers with a beautiful and informative welcome email.

“Thank You” E-Card Automation



Say “Thank You” for attending for visiting your website or making a purchase with E-Card automation.

Reg. Abandonment Automation



With an abandoned visitor email series, you can see an average of 34x more free trial completions per recipient than with bulk email alone.



Optimization, personalization, email testing and email analytics reports will play a very important role in your email marketing strategy. Most email marketing platforms will make it easy to see what's working (and what's not) so we can focus on generating new business. The more you emails you distribute, the more data you have to work with. Consistent campaign optimization will help your company get a clearer picture of how to improve your marketing with every campaign. Most email marketing platforms will help translate all of your contacts email data into insights that we can apply it and create the most effective email campaigns possible. Here is a brief overview of the email marketing optimization strategy.

Database Segmentation



I will work with your company to create ready-made segments we can use right away, but we can also create additional segments based on what's important for you to know—like who subscribed to your list in the last 30 days or who hasn't purchased a product yet. Segments update automatically, so we'll always know you're sending the right message to the right people.

Additionally, By storing all the information you have about your contacts, you can use things like where they live, what messages they've opened recently, and what they told you about themselves when they joined your list to target your marketing.

A/B Email Testing



A/B Testing emails takes the guesswork out of creating campaigns people actually click on. A/B and multivariate testing lets you try things out and pick a winner before send to a larger list.

As we learn more about your audience, we can adjust your campaigns to reach your goals faster. Research shows that most companies who use CTA's as their test metric typically earn 20% more revenue from their emails when A/B testing. We will decide the finish line. We will pick what determines success for your campaign—whether it's purchases, clicks, opens, or appointments set—and we'll see which email is the clear winner.

Daily Email Analytics Reports



In order to make smarter marketing decisions your email platform gives us the data we need to better understand the performance of your campaigns, so we can grow your business quickly.

In just a few clicks, we can find out who opened your email, what they clicked, whether the subscribed, and more, so we can tailor future campaigns to better serve their needs.

With these reports we can track conversions from a click in your email, all the way to a confirmed purchase, subscription, registration or appointment.



Email Marketing Execution & Automation Development Proposal

Your industry is a vibrant and ever growing industry that I am excited to potentially be a part of. Although this proposal is designed specifically for your company, I have executed similar email marketing strategies for many clients with great success. This proposal identifies the development and execution deliverables, goals, key performance indicators, engagement timeline and proposal options. Please note, the proposal options are simply a starting point, and the timeline for all deliverables are also open for discussion. Thank you very much for your consideration and I look forward to working with you to help execute your new email marketing and automation strategy.

Development & Execution Deliverables

Day 1 - 45: Campaign Development

- ✓ Email Calendar Creation
- ✓ Database Segmentation
- ✓ Email Template/s & Content Creation
- ✓ Promotional Offer & CTA Creation
- ✓ Landing Page/s Creation
- ✓ "Thank You" E-Card Creation
- ✓ Email Platform Integration With UMU CRM
- ✓ Email Distribution Workflow Creation
- ✓ Email Distribution Automation Creation
- ✓ Registration Abandonment Automation Creation
- ✓ Welcome Email Automation Creation
- ✓ "Thank You" E-Card Automation

Day 45 +: Campaign Execution

- ✓ Launch New Email Marketing Campaign
- ✓ Execute A/B Testing
- ✓ Detailed Weekly Analytics Reports
- ✓ Ongoing Email Template and Content Development
- ✓ Ongoing Landing Page Template and Content Development
- ✓ Ongoing Campaign Optimization

Goals & KPI's (Key Performance Indicators)

- Weekly Conference Call
- Weekly Campaign Status Reports
- Execute All: Day 1-45 Development Deliverables
- Execute All: Day 45 + Execution Deliverables

Engagement Timeline

- Start Date: Available for Immediate Engagement
- Project Completion: Continued until otherwise directed to stop or pause the campaign
- Cancellation: 30 days notice of termination by either party required

Engagement Proposal Options

Monthly Retainer Option

- Min. 20 Hrs Per Week
- \$2,000
- Available For Travel
- Available For Daily and After Hour Meetings
- Interim Dir. Email Marketing option if preferred

Hourly Option

- \$32.00 Per Hour
- 10-20 Hrs Per Week

Lets Have A Conversation!

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