

# Email Design & Optimisation

Why is email so important? And used so extensively? Because when it's done well, it really works.

The latest Forrester survey reports that email is the #2 tactic by spend for online marketing budgets today, with 80% of marketers using, piloting, or planning email marketing programs. 87% of respondents are using email as "a key marketing tactic", and rely on email more than any other marketing activity.

## How do you tell whether you are doing email well?

Reed Business Insight's *Email Design & Optimisation Service* delivers:

- ✓ *A review of your existing template: coding, layout, content, best practice, benchmarked against industry and market standards – so you know how your are performing, and what quick wins will give you immediate improvements*
- ✓ *An email template optimised for deliverability – so that more of your list actually get your email message*
- ✓ *A HTML coded email that will render correctly across all main email clients – deliver it the way you designed it*

We are a team of dedicated Email specialists who have a wealth of email experience and technical skills. We will draw on our experience to deliver you an email template design and layout appropriate for your business and adhering to your branding guidelines. Meet your objectives, improve your response rates, deliverability and traffic to your website painlessly.

Let us help you increase product enquiries, brand awareness and sales through a better email experience.