

# eBlast Email Advertising

Have you been considering advertising via email?

Not sure the most effective way to promote your company and products?

## It's a fact:

Email marketing is one of the most cost-effective and powerful marketing tools available to businesses of all types and sizes. It gives your brand an edge in a tough market. Daily, weekly, or monthly emails will keep your brand in your target consumer's mind. Plus email marketing is highly responsive, with open rates of 5%-15%, and 80% of responses being received within the first 48 hours.

## What is an eBlast anyway?

An eBlast is our digital version of direct mail. This targeted program allows you complete flexibility in messaging and timing. Show your story through compelling graphics, along with your own call-to-action aimed directly at retailers and manufacturers.



Sample of eBlast

## Why Send An eBlast?

**Trust:** Reed has built the most trusted brand names in the industry. Research shows people are more likely to open an email from a trusted source than an unknown one.

**Volume:** eBlasts are sent to over 12,000 opted-in manufacturers, retailers, and interior designers; with response rates of 5%-15%.

**Affordability:** With no paper, printing, postage and mailing house costs, eMarketing can dramatically reduce the costs of your direct marketing campaigns.

**Target:** Our eBlasts containing a graphic featuring your products and messaging are sent to our list of opted-in third-party subscribers. This yields higher results than a print direct mail piece.

**Promotion:** This is a great way to promote product launches or invite people to your showrooms.

**Test:** An eBlast is a cost-effective way to test

advertising. If the response is high, it is a good indication that the corresponding print advertising will do well too.


**Measure:** We can generate and supply advertisers with a report that lists the open rate, and numbers of clicks. This will help you understand your customers' needs, their responses to your product line or brand awareness, plus aid in future advertising campaigns.

**Specifics:** Email is the preferred means of business communication:

- 96% of internet users' main reason for being online is email
- 53% of business users check their email six or more times a day
- 34% of internet users check their email continuously throughout the day
- 42% of business users check their email while on vacation

(Source: Forrester and Jupiter)

To find out more, contact your sales representative or email us at [internet@reedbusiness.com](mailto:internet@reedbusiness.com).

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