



SmartEmails

Convert Contacts into Buyers



Powerful Email Marketing,
That tracks your visitor's Email Opens, Clicks and other activities,
So that you can follow up at right time
And convert them into buyers.



Why SmartEmail Marketing is No #1 Tool for Small Businesses?

By Kapil Bhutkar

The one question, that every Small Business has in mind, before putting any budget on Marketing, is **“Is it worth compared to the money I am putting in?”**

You may place an advertisement in Newspaper, publish on Television, distribute Handouts or put it on a big Roadside Hoarding, but the key issue is, **“How do I know if it is working?”**

Unfortunately, this is equally true for the most hyped Social Media and Search Engine Optimization (a.k.a. SEO).

You may spend thousands of rupees into the so-called SEO Ranking and get loads of visitors to your website. But, the questions are -

Do you know who they are?

Do they really need your service?

If they do not contact you how you are going to contact them back?

Solution: Email marketing makes it simple to send Messages only to your potential buyers. They are highly personalized and customized as per reader’s interest. More to this, you can actually track who opened them, clicked on the links and visited your pages, which makes it easy to get high conversion rates.

And still it is the most cost effective way to reach to the masses, just a few paisa per email!



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Why SmartEmail Marketing works?

03 Low-cost per contact, every time!

One of the most obvious benefits of email marketing is its **lower cost compared to mainstream marketing** channels. There are no print or postage costs and no fees paid in exchange for exposure on a certain billboard, magazine, and television channel or for the matter internet websites/social media.

There are a small overhead for sending thousands of emails at a time, but these costs are far lower than what you would expect to pay using other marketing channels.

#02 Targeted Audiences, Personalized Messages and Calls to action

Email Marketing can allow for much higher conversion rates as a business is only targeting those who already have an interest in their brand. It is, of course, possible to send targeting email marketing messages to business that are likely to require your services, and fits in your client persona.

Email marketing uses a highly personalized approach to the receiver by sending contents and messages that are personalized for them. **Saying "Hi John!" instead of "Dear Sir/Madam"** makes sure that the receiver feels it like a unique and personal message than a nasty bulk push.

Email marketing allows customers to go from witnessing an offer to **purchasing an item within two clicks of a button**. With a tempting call to action and a link straight to the checkout, email newsletters can drive sales like no other channel.

Studies have shown that marketers who use this tactic often boast improved engagement rates and high conversion as a result.

#01 Easy Tracking, Fast Analysis and Quick Response

Email marketing will allow you to track open, click-through and conversion rates, making it simple to spot how a campaign can be improved. These changes can be made almost immediately too, whereas print or broadcast advertising requires quite a bit of effort to alter.

Such fast analysis helps you to respond quickly to the need of your buyer and cater them what they are looking for. Isn't this what we always look for a Marketing Weapon?

When you take into account, the points made above, it's easy to see **Why SmartEmail Marketing Works**. Perhaps it's time for your business to start taking this marketing platform more seriously.



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How SmartEmail Marketing works?

Often SmartEmail marketing is confused with the Bulk/Mass Mailing solutions available in the market that send Spam.

SmartEmail is more advanced in terms of the approach it takes. SmartEmail believes into creating engagement between you and your prospects, and that is why it delivers more than any other online marketing channel.

#01: Market Research – Reach to Right Prospects

SmartEmail focuses on creating contents and messages that your prospect will love to get. And to this, the primary thing necessary is to know who they are.

We help you understand your products/services and their market position with compare to the competition and find your niche area where you can go strong with your marketing. We carefully create a client persona, based on your requirement to understand what media and approach your prospects are likely to get influenced more with.

#02: Send Personalized Message

Sending mails to the prospects is an Art & Science both. We ensure to send them very personalized emails that mention their name and emails as a recipient rather than casual 'Dear Sir/Madam'. This certainly raises the appeal of the message and feels a very personal approach.

Although mails are sent through system, they appear to be sent personally from your inbox.

#03: Track Opens and Responses

Most important part of the SmartEmails is its capability to track the after-send activities of the entire effort. It is worthless, if you could send thousands mails but did not know if someone really opened it or simply trashed it.

We track various activities based on the behavior of the recipients, such as

- ✓ Who opened the emails
- ✓ When did they open it,
- ✓ What they did next
- ✓ Did they go to your website or Social Page?

This helps to easily figure out who is more interested in your offers and are likely to purchase in future.

Although we do not actively work in Follow Up and Conversion of the prospects, we minimize your efforts in the first tedious process of reaching to prospects and generating interest, so that you can actually focus more on Conversion.

After all, this is what you want to do more and more, isn't it?



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Benefits and Features

100% Managed Services – you need not worry!

One of the key areas where SmartEmail differs from any other Email Marketing Tools available in the market is its nature of Service. We do not give you a dumb system and ask to waste your time learning or using it.

SmartEmail is a 100% Managed Service, wherein we take care of virtually everything that you need for searching, reaching and engaging your prospects. It includes

- ✓ Acquiring a domain name for your business
- ✓ Creating suitable website
- ✓ Virtual Private Server for high reputation of your emails
- ✓ Creating Offers and suitable landing pages
- ✓ Managing your social accounts
- ✓ Creating and sending beautiful Email Campaigns
- ✓ Reaching to your target prospects
- ✓ Tracking the efforts and results and generating reports

This all helps you to completely keep away from the clutter of managing a complex Email marketing effort, and you can be free to work on improving the results and services.

Expert and Experience Team

At Cybridge you can expect us to deliver better than what any in-house team can, for the very obvious reason – we do this regularly, on a large scale and for several businesses. This helps us to bring in more expertise with every campaign we run, and ultimately bring that knowledge for your campaigns.

Another big advantage is our experience in handling Web Servers, Email Services and Website Development. As we are doing this since past **more than 8 years**, we possess great knowledge in doing this efficiently. Our experience helps us to ensure high Delivery Rates and Scalability, without posing any danger to the server reputations.

All-Inclusive marketing for your business

We work like your Online Marketing Partner, and work hard to bring in results. By ensuring a monthly commitment, you are assured about the fixed budget you need to put on, instead of worrying about the growing advertising costs.

‘A small efficient dedicated marketing team can bring change for your business!’



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Frequently Asked Questions

Is it legal (not spam) to send such emails?

Yes, as long as we are adhering to the CAN-SPAM rules, and do not send spam.

How we know inquiries are coming from your efforts?

Emails are sent with tracking code, this helps to check who opens them and accordingly helps to improve the result. Also we do not claim that Email Marketing alone can do this, and suggest you to integrate other efforts also. But certainly emails cannot be ignored as they play important role to reach customers directly at a very low cost.

How you ensure that emails don't go in Spam?

We understand and follow the CAN-SPAM regulations strictly. Also our system is built to make a SPAM CHECK before we send emails, so that the emails can be delivered effectively.

Will you do mass mailing from our email id or you use different email id?

You may setup a separate email id such as mailer@yourcompany.com for this. We will use your email address and all replies/responses will be coming to your inbox.

Who will do follow up & tracking after client respond to your mail?

The tracking will be done by the software, to ensure that we provide accurate information about who opened your emails and clicked on the links. However, you will have to do the further follow ups to ensure the conversion.

*For more frequently asked Questions and Answers visit -
http://www.cybridge.in/smart_emails.html*



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Clients

Top brands who love to work with us to grow their business!

(Out of the 1300+ we work with- for Websites, Servers, Systems and Emails)



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