

# Email Marketing



Drive more local consumers to your website business for just a fraction of the cost of traditional direct mail. WFCADirect provides versatile email marketing solutions which allow you to reach out to local customers with exclusive offers by utilizing your own member-driven customer email distribution list or by purchasing a targeted “opt-in” prospect list or using a combination of the two.

## Your Customer List

Obtaining email addresses from your customers is key to maintaining a relationship with them as well as marketing to them in the future. Putting together a customer email list is easy.

- Start with simply asking for the customer’s email at the point of sale.
- If you have a website, add a “Join Our Mailing List” button.
- Referral programs are very popular and are often successful when you create an incentive (i.e. discount) to give to those who sign up or when they refer a friend.

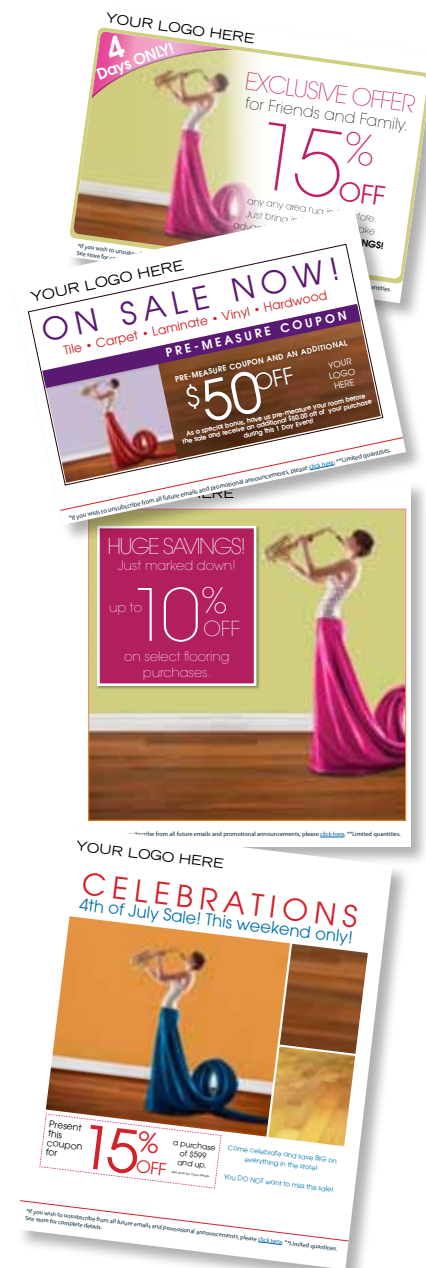
WFCADirect will provide the creative for members using elements from your local promotions or starting from scratch. Our designers will integrate any specific requirements you have and put the creative in html format for you to use and keep.

## Targeted Emailing Lists

Similar to direct mail, purchasing targeted email addresses will allow your exclusive promotions to reach more consumers. Now you can market directly to zip code-targeted subscribers with a database of millions of email subscribers. Each subscriber has “opted into” receiving email exclusive offers, specials and information from local businesses. This technology allows you to see how many of the emails are opened and it provides additional tracking options. Set up fees as low as \$99 and only \$.05 per email address. And, once a consumer responds to your offer(s) and you have their email information, this becomes part of your email database to be used in future marketing. Our automated software ensures an excellent email delivery rate to your targeted list.

## Promotional Offers

Email marketing is similar to direct mail in that an exclusive offer (i.e. closeouts, e-coupons, truckload specials, store events, etc.) or message to stay in touch is used to drive consumers to your website and store. Email marketing allows dialogue with your customers in a personalized manner while promoting your products. Each promotion is custom with a creative message that is enticing with imagery and content that says “Buy Now” or “Act Now.”



To learn more about Email Marketing please contact  
**Delcie Ledyard at WFCADirect**  
**delcie@wfcadirect.org** or by phone at **1-800-399-9723**



# Email Marketing Order Form



Please complete form then **fax** to **916-848-0462**

## 1. Member Information

### MAIN CONTACT INFORMATION

Business Name			
Contact Name			
Address		City	
		State	
Phone / Fax		Zip/Postal	

Credit Card Number			
Type: <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard <input type="checkbox"/> Discover	Expiration Date		Security Code

(3-Digit Code, back of card)

## 2. Order Summary

Target Start Date: _____	Target End Date: _____		
PRODUCT / SERVICE	LIST TOTAL	LIST PRICE .05¢	TOTAL
Network Campaign List Total			
Campaign Set-Up Fee	\$99		
Campaign Management Fee			
Other ( _____ )			
<b>TOTAL</b>			

## 3. Billing Information & Terms (Initial Each Box Below)

X _____	Advertiser understands that payment in full is required for the first month's campaign media, campaign management/tracking fees, and any and all set-up fees are due before the campaign will be scheduled to go live.
X _____	Advertiser agrees that, in the event Advertiser cancels all or any part of the campaign contemplated in this insertion order prior to its agreed upon end date, the full amount due under this insertion order will be immediately due and payable. If paying by credit card, Advertiser's credit card will be charged such amount, unless this insertion order has been pre-paid in full, in which case Advertiser will forfeit any unused portion of the pre-payment.

## 4. Authorized (Sign Below)

Signature \_\_\_\_\_ Date: \_\_\_\_\_

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