

# GETTING MORE CUSTOMERS BY EMAILING OUR DATABASES

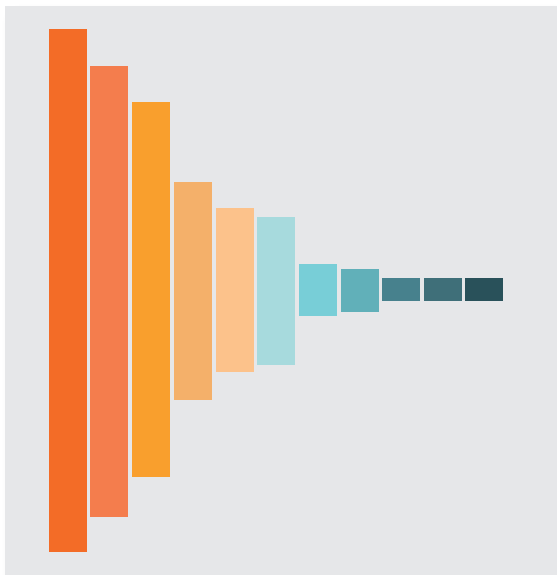
We can either design an email from your brief or use one that you have. We send out at an agreed time and frequency.

There are two sectors, the finance sector for introduced business and the SME sector for direct business. Both are outlined below.



## THE FINANCE SECTOR

Includes intermediaries that have visited a finance related website in the last 12 months.



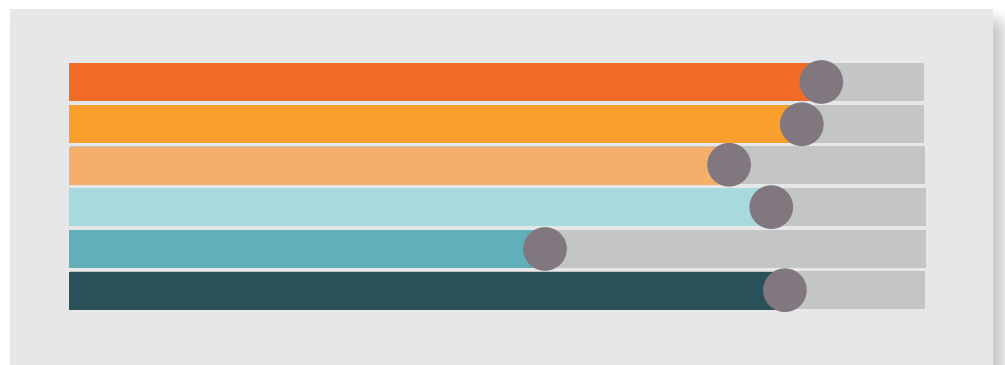
- 26% **PROPERTY INVESTORS**
- 22% **LAWYERS**
- 19% **ACCOUNTANTS**
- 11% **ESTATE AGENTS**
- 8% **INTERMEDIARIES**
- 6% **FCA IN 6 GROUPS**
- 3% **COMMERCIAL BROKERS INCLUDING NACFB**
- 2% **ARCHITECTS**
- 1% **GENERAL INSURANCE BROKERS**
- 1% **INSOLVENCY PRACTITIONERS**
- 1% **PAWN BROKERS**

Approximately 175,000 addresses

## SMALL AND MEDIUM ENTERPRISES (SMEs)

From one man bands to medium sized companies, both trade and professional, separated into 6 databases, totalling approximately 400,000 addresses.

- 20% **SME 1**
- 19% **SME 2**
- 17% **SME 3**
- 18% **SME 4**
- 8% **SME 5**
- 18% **SME 6**



Please turn over for example emails and cost.

# EXAMPLES & COSTS

**STANDARD EMAIL SEND**

1 send £400  
4 sends £1500  
10 sends £3000

[wise.marketing](http://wise.marketing)

**MONTHLY OPTION**

3 months contract  
1 email send per week  
£1250 per month

[wise.marketing](http://wise.marketing)

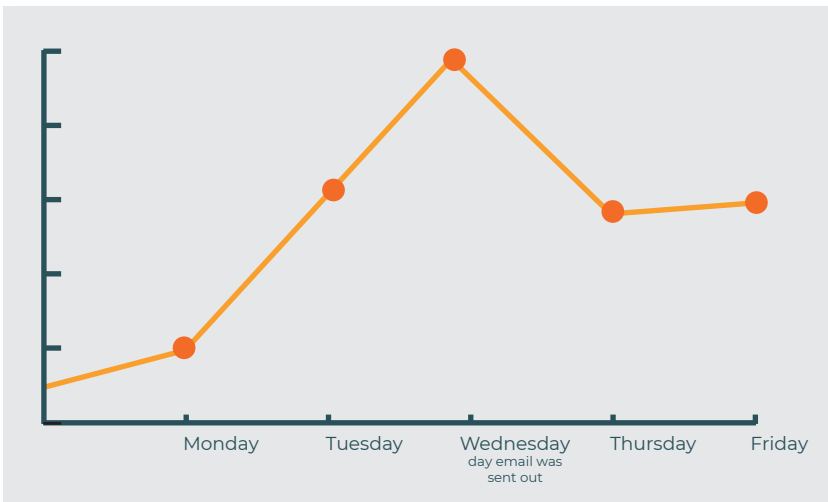
**MONTHLY OPTION**

6 months contract  
1 email send per week  
£1150 per month

[wise.marketing](http://wise.marketing)

Other quantities available, cost on request.

Below is a typical response from one of our email sends to traffic to customer's Website:



Source: Google Analytics

## EMAIL DESIGN

Static design: from £150  
Animated design: from £200

