

Email is an immediate form of communication that's almost universal. Successful email marketing can produce a huge return on investment and is useful for maintaining your customer database as well as generating new business.

Managed campaigns

Successful email marketing campaign management means maximising the effectiveness of inexpensive email messaging, without falling into the pitfalls of unsolicited mailings. SPAM is a disaster, whether you're the sender or the recipient, leading to blacklisting and a tarnished brand name.

HTML and Text-only versions

Recognising that some users prefer to reduce their bandwidth usage and receive only text based email, all our campaigns include HTML and text-only versions of advertising emails, without compromising on the impact of the message they contain.

Handling mail-lists from 100 to 1,000,000+

Our email marketing campaigns are flexible to suit your requirements. We're happy to manage mailing lists containing only 100 addresses or those with over a million. More important, is that campaigns are highly targeted with well-designed messages that come across as a personal communication from an interested organisation.

Bespoke designs, not template driven

Each client receives a bespoke email marketing campaign tailored to your specific brands and business goals. Brand Attention never uses templates.

Full reporting and tracking

We offer a full tracking service to analyse the response to your email marketing campaign. Knowing exactly how many emails were delivered and read, and the conversion rate to web site visits, sales leads, or purchases is vital to monitoring the success of your strategy and building on that success for future campaigns.

