

with branded email, click through rates increase by up to 7 x times from the standard accepted 1.5-3%

Everyday Business Email

10.5% + click through rate

8.1% - conversion rate

Trusted, real-time sales & marketing channel



Tel: 0845 643 6180
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Extending Marketing Promotion

BRANDED EMAIL - OVERVIEW

Turns **daily emails** into **marketing emails**

Take control of hidden marketing databases.

Branded email from Rocketseed® extends your marketing activities to every member of your company turning daily, standard email communication into marketing communication. All emails to customers, prospects, suppliers and partners become powerful marketing messages. Promote an event, remind customers of your service and product offerings and generally increase sales leads.

How does it work?

Rocketseed Branded Email works with all major email clients (see table) at either the individual email client level or centrally at the email server level (e.g. Exchange). Operation is simple:

1. A user creates an email as normal and clicks send
2. The email is directed to the Rocketseed secure email servers, where your company email marketing banner database is held
3. A selected banner is inserted into the email and then forwarded on to the recipient

That's it!

It really is that simple, but so effective in generating enquiries and sales leads. The power really kicks in when a marketing banner is clicked and you are immediately informed creating instant sales leads with feedback that you can use to analyse success ratios.

How can messages be used?

- Promoting an event
- Announcing a new product or service
- Reminding customers of your services
- Standardising email signatures
- Marketing with suppliers and partners
- Utilise as PR for announcements
- Link to social media and blogs



The diagram illustrates the process of a branded email. It shows a 'sent email' screen on the left and a 'received email' screen on the right. A 'Banner Library' is positioned above the 'sent email' screen, with a blue arrow pointing from it to a banner in the 'received email' screen. The banner in the received email features a Twitter logo and the text: 'Free 10 minute guide to making twitter work for your business'. Below the banner, the email content is visible, including a greeting 'Hi Peter' and a message about a meeting.

emails sent pass through your marketing banner database to seamlessly insert the current marketing promotion

emails sent from trusted parties increase click thru rates to over 20%

Transactional Email

20.8%+ click through rate

7.5% - conversion rate

Up-sell & cross-sell products & services

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*Features indicated are only available in the 'Pro' version

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BRANDED EMAIL - KEY FEATURES

Turns daily emails into marketing emails

Branded email is a powerful marketing tool with a broad range of features, here are some of the key features:

- **Transparent** - users do not need to be involved, they just create emails as usual and the marketing messages are added in transparently
- **Trusted and read** - because your email is being sent to someone you know or work with, they trust your email and will open and read it. In addition they will assume that the marketing message has been included by you so will also trust your advice.
- **Unlimited templates** - Keep your marketing campaigns fresh by having multiple templates active at the same time. Load as many templates as you wish, there is no limit, the system will randomly choose one to use, per email.
- **Click alerts** - Enhance your lead generation – receive an alert as soon as a recipient clicks on any of the links in your template. Immediacy is key; this gives you the opportunity to engage with a prospect whilst their interest is at its highest.



Library holds all your banner images

- **Standardise signatures and disclaimers** - branding and legal compliance are key. Branded email templates can be created to standardise signatures with personalised information and ensure legal compliance.
- **Segmentation*** – Create groups of senders and/or groups of recipients. You can then segment your marketing campaigns by individual, group or department users.
- **Scheduling*** - Manage your marketing campaigns by scheduling these in advance to activate and end on specific dates, to support timed activities such as seminars or press releases.
- **Controlled*** - when you want control of marketing messages then users have the ability to enter a subject line character code which will force a specific marketing banner to be included
- **External feeds*** - Make sure that your messages are up to date by incorporating RSS feeds (e.g. blogs, news feeds, twitter) taking in updates from external sources, or directing traffic to new items on your website



Schedule start/finish times for campaigns

These are just some of the features of branded email. For a demonstration please contact us.

*increase
customer
newsletter
sign-up and
responses to
generate new
sales leads*



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BRANDED EMAIL - BENEFITS

Turns **daily** emails into marketing emails

Insight's branded email solution provides endless benefits to your business communication and branding - sales lead generation benefits are endless. Here are a few...

Optimise a marketing channel you own - effortlessly build your brand and market your business with every single email you and your staff send out.

Stand out from the crowd - being ordinary and doing things the traditional way is just not good enough today. Use every email to not only stand out from competitors, but also increase brand recognition and loyalty.

Publish your successes - whether you have received an award for exceptional service or work, won a new client account or received a great testimonial from a customer, tell everyone about it.

Find out what customers think of you - allow customers and prospects to tell you how they feel about your business & service whilst giving you the necessary

customer intelligence to pro-actively engage and retain them.

Market and promote your business - new products, services, news, events, special offers or discounts? Rotate, schedule and activate these campaigns on your everyday email right throughout the year.

Increase your marketing productivity - turn every staff member into a marketer or sales agent without them having to do anything different to normal. They just continue sending emails in the way they always have.

Generate business leads - use our unique click alert feature to automatically notify you of the recipient details and links clicked. Immediately engage customers and

prospects to increase sales leads.

Drive traffic to your website, blog, or forum. Make sure that everyone you communicate with is exposed to all your

- ✓ **Increase sales by driving targeted traffic to your website**
- ✓ **Send targeted offers and promotions using everyday business email**
- ✓ **Cross-sell products and services using multiple banners**
- ✓ **Increase sales using branded confirmation and transactional email**
- ✓ **Track and measure lead-generation from everyday business email**
- ✓ **Improve conversion and click-through rates**

marketing channels.

Grow your newsletter database - use everyday emails to drive contacts to your newsletter.

Intelligently brand auto-generated emails - using advanced programming and tailor automatic response emails based on specific links.



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BRANDED EMAIL - OPTIONS

Turns **daily** emails into marketing emails

Insight's branded email solution from Rocketseed is compatible with all major marketing and email platforms.

Email Marketing Clients

Compatible with the following email and webmail clients amongst others and is designed to seamlessly integrate with existing email configurations:

Email Clients

- Outlook, Outlook Express, Windows Mail, Entourage, Thunderbird, Lotus Notes, GroupWise, Apple Mail, Eudora, Netscape Mail
- Google Apps – Gmail Enterprise, Gmail Premium & Gmail Standard email accounts

Webmail Clients

- Gmail, Yahoo! Mail, Hotmail / Windows Live
- Branded email signature plug-ins are compatible with the following browsers when branding email in Gmail & Yahoo! Mail:
 - IE 7 & 8 and Firefox

Mail Servers & Accounts

- Microsoft Exchange Server '03 & '07, GroupWise, Domino
- Open source mail servers including Exim, Postfix, Sendmail, QMail, Zimbra
- POP3 / IMAP email accounts

Product Versions

Rocketseed branded email is available in two versions Professional & Enterprise. Main features are shown here:

	Pro.	Ent
<i>Disclaimer</i>	✓	✓
<i>Signature</i>	✓	✓
<i>Multiple Banner Library</i>	✓	✓
<i>Click Alerts</i>	✓	✓
<i>Exclusions</i>	✓	✓
<i>Unique links</i>	✓	✓
<i>Segmentation</i> <i>Setting up rules for different headers depending on sender groups and/or recipient groups</i>		✓
<i>Scheduling</i> <i>The ability to be able to schedule multiple marketing campaigns, occurring at different dates</i>		✓
<i>RSS feeds</i> <i>External feeds in headers including twitter, blogs and news feeds</i>		✓
<i>Keywords</i> <i>Being able to use keywords in the subject line to force include</i>		✓
<i>Multi-Click Areas</i> <i>Being able to define different banner click points</i>		✓

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BRANDED EMAIL - PRICING

Turns **daily emails** into **marketing emails**

Insight's branded email solution from Rocketseed is available to meet varying corporate usage requirements as laid out below.



Insight is an authorised reseller for Rocketseed products.

For more information please contact Insight as shown below.

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* Please refer to the current options list for differences between Premium and Pro
+ For seats above 100 please contact Insight

Rocketseed Enterprise Branded Email		
Band (No. Users)	One-off Set-up Fee Per User*	Monthly License Fee per user, per month
1-50	£25.00	£10.00
51 - 75	£22.50	£8.00
76 - 100	£20.00	£7.00
101 - 200	£15.00	£6.00
201 - 500	£10.00	£5.00
501 - 750	£on application	£4.00
751 - 1000	£on application	£3.00

Management & Training

The Rocketseed Branded Email system can be managed by Insight or by you directly. Management is carried out via a web browser interface and requires a training session if managed in-house.

Management by Insight - Charged at **£80 per hour**. Each project is quoted as required

Management training session - a 2 hour training session for up to 3 people carried out at Insight's offices or via web conferencing. **Session cost £450**. On-site training can be carried out and will be quoted separately.

Banner design - Insight provide a full design and artwork service for email banners.

Prices for a single banner **start from £150**. Individual quotes will be provided based on each project requirement

* **One-off Set-up Fee:** Includes set up of system for your use and design & production of 1 simple banner advert.

YOUR MARKETING CAMPAIGNS AND **INSIGHT**

Insight group is a PR and Marketing Consultancy with online marketing experience stretching over two decades, run by marketing professionals for marketing professionals

So what does that mean for you? Well, we've seen the Internet grow and integrate into our everyday lives. We've worked with organisations large and small in the UK, Europe and Worldwide. And we can bring that experience and design creativity to bear in your online marketing campaigns. To make sure your campaigns deliver what your customers and prospects need and more importantly to promote and expand your business.

Simple when you know how. and we do. Founded in 1988 to focus solely on harnessing technology for marketing, our long history has given us a wealth of experience in business-to-business and business-to-consumer markets. With significant experience of harnessing technology for integrated online and offline marketing results.

The marketing campaigns we have delivered have propelled numerous clients to market leading positions. We have extensive experience in launching new companies,

promoting leading organisations in new markets, managing mergers and acquisitions and providing marketing activity that is based on a solid understanding of business.

Insight provides comprehensive campaign implementation when required for ad-hoc and ongoing campaigns. Our major specialisms are:

- Email marketing & branded email
- Website design and development
- Outsourced marketing & marketing consultancy
- Lead generation marketing campaigns
- Public Relations for the IT & telecoms industries
- Graphics design

For more information on how Insight can help you, please contact us.

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