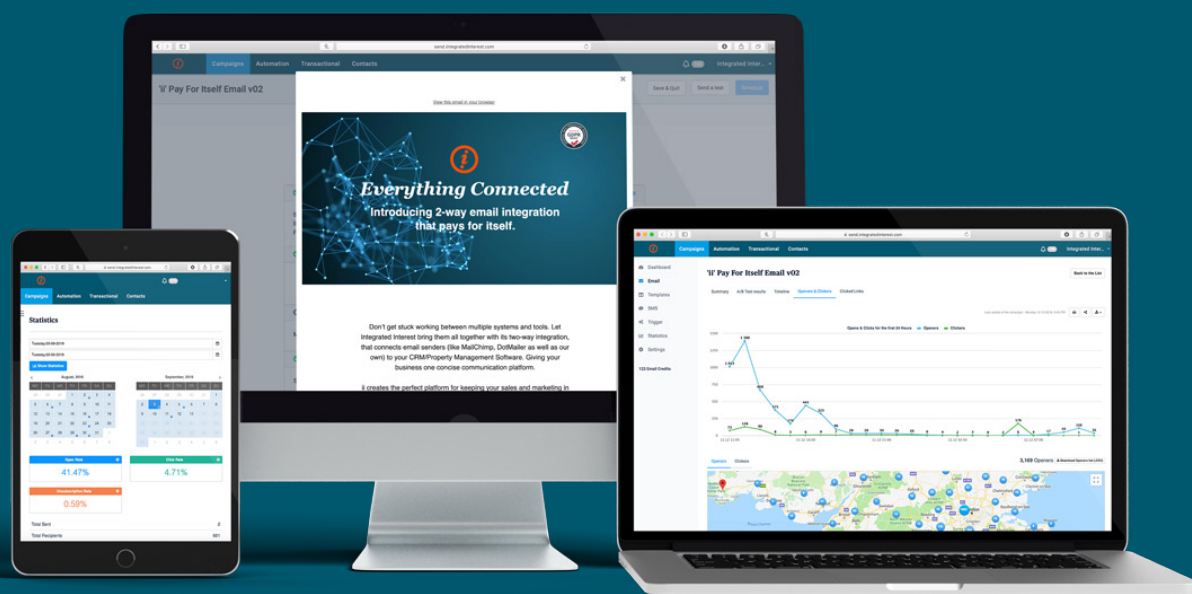


MANAGED MARKETING SERVICE

2019



“The Managed Marketing Service is like having your very own in-house marketing department, with the added benefit that it pays for itself!”

Oliver Kent, Director at VITA Properties



OVERVIEW

Even the most well run businesses experience manpower, resource or expertise issues from time to time. But it doesn't have to hinder getting the job done – because we're here.

Our 'Fully Managed' offering is a range of services – with the focus firmly on email marketing expertise. Our dedicated team, of highly experienced email marketing specialists, has one thing on its mind – to deliver successful campaigns time after time. Simply, we do everything we know and understand, leaving you to get on with the stuff you know and understand. Which also means, as well as designing, building and executing your e-newsletters and email campaigns, we'll also take care of your direct mail campaigns, social media feeds, automated messages, surveys and reports. Delivering the all important 'Opportunities' after each campaign – based, of course, on real results. Now... doesn't that sound a load better?

A FULLY MANAGED OFFERING

Relationship Manager

Whatever your requirements, Integrated Interest will provide you with a single point of contact – your Relationship Manager. They'll know your monthly campaigns inside out, their status and how to progress them to success. Your Relationship Manager will create and manage your email, direct mail and social media campaigns for you, using the latest best practice techniques, whilst keeping you up to speed on everything they're doing on your campaign. Ensuring that we deliver your campaigns on time with tangible ROI results.

Fully Managed Service

Based on one-off 'of-the-moment' alerts to fully loaded campaigns, our Managed Service offering delivers considered campaigns that look professional, enticing – and carry real 'punch'. You want a reaction from your audience, sure – but you want a positive one. One that's going to bring you a scalable return on investment through improved campaign performance.

Simply, we will ensure your campaigns look good, make you look good, and most importantly, click with your audience.

Marketing Channels

We utilise the most effective marketing channels to deliver you the best results.

- eNewsletters campaigns
- Bespoke & automated email campaigns
- Bespoke & automated email surveys
- The 'Big' 3 Social Media channels
- Direct Mail/Letters

As well as the above, the fully managed service comes with a full report within 48 hours of each digital send so you can quickly identify your 'Opportunities'.



For more information and prices for integrated interest's Managed Marketing Service, then please contact us on 0114 40 55 777 or email info@integratedinterest.com

“Thanks to the Managed Marketing Service, we have got unbelievable open rates of over 68%, unique click throughs of over 23%, and the best instructions and viewing requests ever!”

Steven Govier, Managing Director at London Residential
