



Email Marketing

Mail Care – Mail Data

Mail Care :

Database is from the client, Fifth iMedia will design, send out, manage and report email campaign

Mail Data :

Database is from Fifth iMedia. We will filter the database based on criteria and client's request

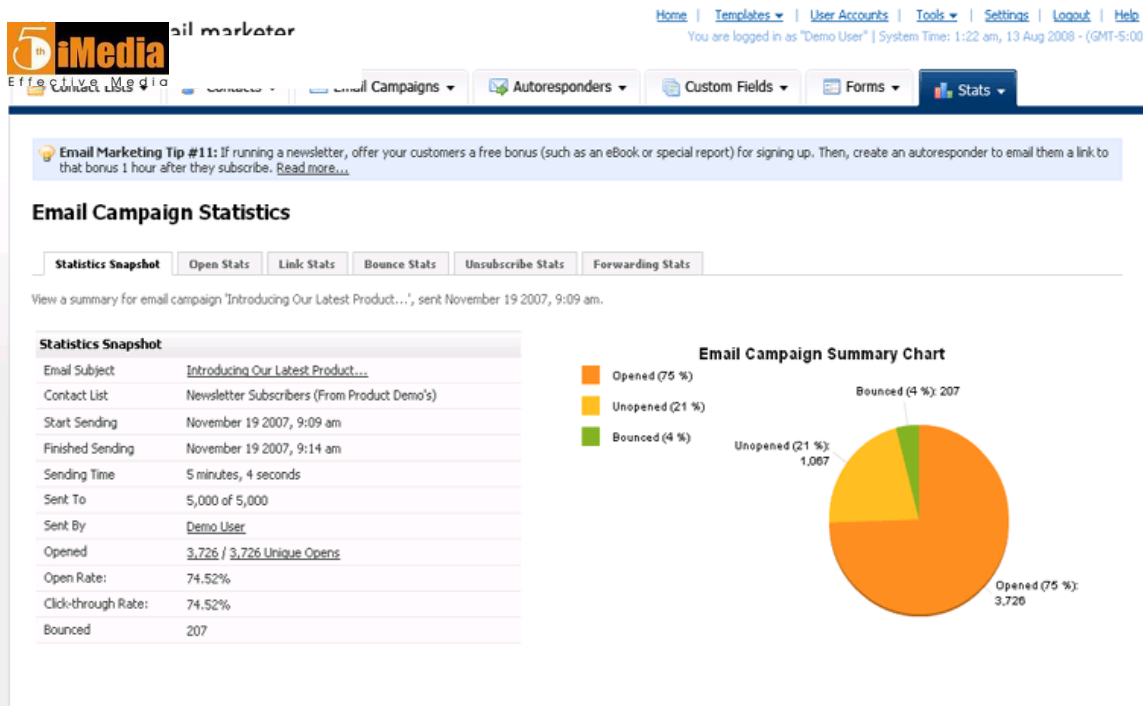
Criteria:

- 1.Age
- 2.Gender
- 3.Occupation
- 4.Education
- 5.Geography
- 6.Or groups:

| | | | | | |
|---|-------------------------|----------------|---|-----------------------|----------------|
| 1 | <i>Youth (students)</i> | <i>500,000</i> | 4 | <i>Car owner</i> | <i>100,000</i> |
| 2 | <i>Professionals</i> | <i>200,000</i> | 5 | <i>Business Owner</i> | <i>300,000</i> |
| 3 | <i>Top management</i> | <i>50,000</i> | 6 | <i>Mother to be</i> | <i>80,000</i> |

Reporting information:

1. Number of emails sent out
2. Number of email opened
3. Number of clicks inside email message



4. Number of unopened
5. Location of email receipt
6. Split campaign comparison

Email Marketing Tip #15: Always include a signature at the bottom of your emails. You can use your signature to link back to your website, and even to your other products. Here's a sample signature: Regards, John Doe. President - Company XYZ. Visit our website at www.companyxyz.com [Read more...](#)

Email Campaign Statistics for "Nagakawa"

[Statistics Snapshot](#) |
 [Open Statistics](#) |
 [Link Statistics](#) |
 [Bounce Statistics](#) |
 [Unsubscribe Statistics](#) |
 [Forwarding Statistics](#)

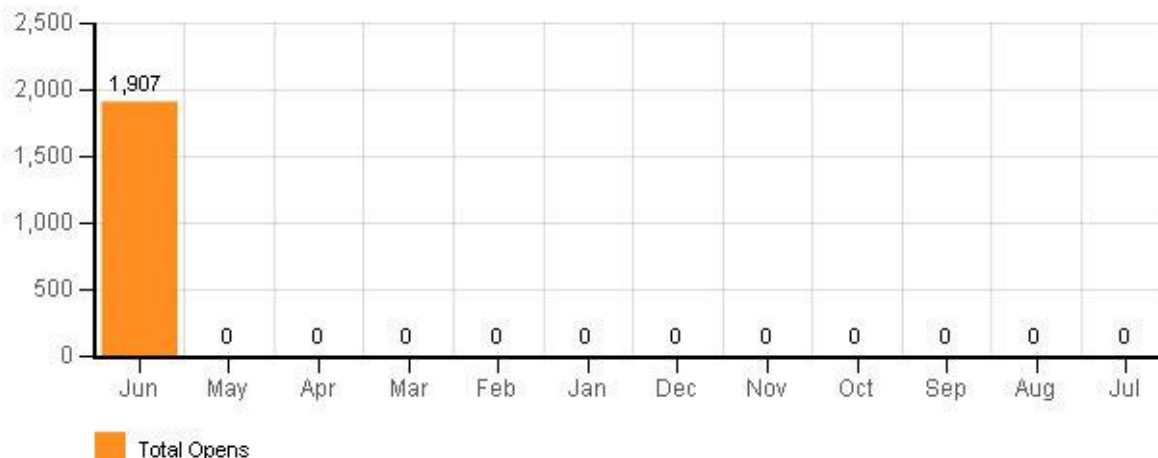
View open rates and email addresses for email campaign 'Nagakawa', sent June 18 2010, 4:30 pm

Date Range:

Opens Summary

- Total Emails: 3,866
- Total Opens: [1,907](#)
- Most Opens (Date/Time): Jun 2010
- Total Unique Opens: [1,690](#)
- Average Opens: 0.5
- Open Rate: 43.71%

Opens Chart



Results per page:

(Page 1 of 4) < | [Back](#) | [1](#) | [2](#) | [3](#) | [4](#) | [Next](#) | >

| Email Address | Date Opened | Opened Email As |
|-------------------|-----------------------|-----------------|
| vantm@ss4u-vn.com | June 30 2010, 8:50 am | HTML Email |

Services included

- ✓ Filtering email address (mail unavailable, mail duplicates...)
- ✓ Spam check, consult email content
- ✓ Email template design
- ✓ Reporting (mail sent, open, click, forward, reply, ...)

Generic Newsletter (Fashion)



[Show Larger Preview](#)

Generic Promotion (Fashion)



[Show Larger Preview](#)

Movie (1 Column) (Film)



[Show Larger Preview](#)

Citrus (1 Column) (Food)



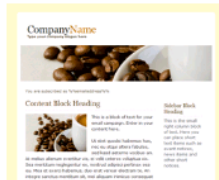
[Show Larger Preview](#)

Citrus (2 Columns) (Food)



[Show Larger Preview](#)

Coffee Break (Food)



[Show Larger Preview](#)

Juicy (Food)



[Show Larger Preview](#)

Salad (1 Column) (Food)



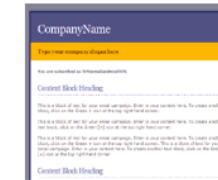
[Show Larger Preview](#)

Black and White (Gaming)



[Show Larger Preview](#)

Boxed (General)



[Show Larger Preview](#)

Centered (General)



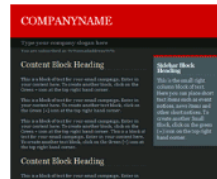
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Elegant (General)



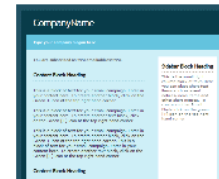
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Simplicity (General)



[Show Larger Preview](#)

Tranquil (General)



[Show Larger Preview](#)

History (Hobbies)



[Show Larger Preview](#)

Email template:

1. Email with text only

Your Company Name

Insert your tag line here

Day, Month Year

About Us

Enter in a brief description about your company

Our Location

2729B New Street
Anytown, USA 55555

Office Hours

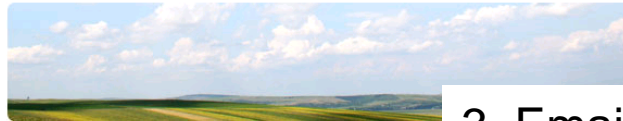
8am - 7pm, M-F
9am - 1pm

O: 555-555-5555
F: 555-555-5555

2. Email with Newsletter, picture template

Heading 1

CompanyName
Type your company slogan here



You are subscribed as %emailaddress%

Content Block Heading



This is a block of text for your email campaign. Enter in your content here.

Ut stet quodsi habemus has, nec eu atqui altera fabulas, sed kasd aeterno vocibus an.

At melius alienum evertitur vis, ei velit ceteros voluptua vix. Sea mentium neglegentur ex, nostrud adipisci pertinax sea eu. Mea et exerci habemus, duo erat verear electram te. An integre sanctus mentium sit, mei aliquam inimicus consequat id, sea te essent contentiones. Eu dicta nominati comprehensam sit, nec ex sumo euismod percipit, recteque salutandi delicatissimi quo ea.

3. Email Survey with form

Sample Employee Survey

In order to thank you for all of your hard work and to make your experience here at our company more enjoyable, we've put together a short employee satisfaction survey. Please take a moment to fill it out. This survey is confidential, so don't be afraid to offer any criticisms or suggestions you might have.

1: How would you describe your overall level of satisfaction or dissatisfaction here?

- Very satisfied
- Somewhat satisfied
- Neutral
- Somewhat dissatisfied
- Very dissatisfied

2: How would you rate your job satisfaction in each of the following area?

| | Excellent | Good | Average | Poor | Very Poor |
|---------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Salary | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Benefits | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Vacation time | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Thank you !

Hanoi

Suite 003, Van Phuc Building,
No.2, Nui Truc, Ba Dinh, Hanoi
Tel: 04-3726 4253, 3782 0791
Fax : 04-3726 4253

Saigon

1th Floor, Rolanno Building,
128 Nguyen Phi Khanh Street, District 1,
HoChiMinh City, Vietnam
Tel: 08- 6255 6761/62, Fax : 08.38207335

