



2021 eBlast Program

Discover the benefits of direct email marketing!

Email marketing is **convenient, cost-effective** and provides **instant response** to your promotional message.

What you can expect:

FULL CONTROL OF THE CREATIVE: You supply the creative, we provide the list and deploy on your behalf. You determine the links, landing page and subject line and control the message from start to finish.

**Need help with coding and design? Ask about our pricing options.*

LIST GUARANTEE: We will send to 8,000 email addresses. Our list is clean and high quality with 100% deliverability guaranteed. No need to worry about the CAN-SPAM compliance or email technology.

**Ask about our option to deliver to 11,000 addresses.*

EXCLUSIVE SHARE OF VOICE: Your dedicated message deployed on your preferred day. eBlasts are limited to one per day so you'll have the full attention of your target audience.

POST-CAMPAIGN REPORTING: Complete reporting statistics on the performance of your email, including total delivered, opened, click-through rate and click-to-open ratio.

REMESSAGING: eDirect add-on \$750: Re-engage within a week to keep the momentum moving forward! Send a follow-up email to those who open the primary eDirect email for a deeper level of engagement, branding and potential sales.

Pricing: \$1,400



"Hey Krystal – We've had a great response to the email blast. Thank you so much (all of you) for putting it together. Definitely something we'll want to do again in the near future. Thanks a million!"

– Graham Anderson, CMO, Kenect



Krystal Franklin
Direct Marketing Media Consultant
krystal@nbm.com
(800) 669-0424 x242

PO Box 1416, Broomfield, CO 80038
(303) 469-0424 • Fax (800) 775-0424

(800) 669-0424 • rv-pro.com/advertise