



EMAIL MARKETING AND SOCIAL MEDIA SERVICES

2020

Direct Email Marketing

We'll send a direct email to our 12,000+ subscribers, which can be designed to include your branding and meet your promotional requirements. A second follow-up email targeting subscribers who engaged with the first campaign can also be sent.

Choosing the design of your mailer:

We can design your entire mailer, copy and graphics included. Alternatively, you can provide us with the appropriate copy and graphics, or you can send us the entire design using HTML.

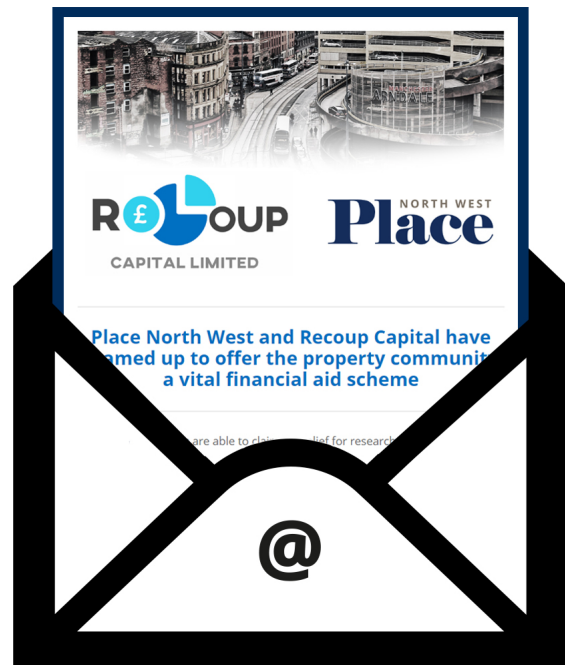
- Receive a test of your mailer design prior to send date for your approval, complete with embedded links to your website
- Subject line of your choice
- Schedule time and date of your choice
- Receive a full analytical report of your email campaign 7 days from the original send date
- Direct access to the inboxes of 12,000+ engaged property professionals

We can provide all of the above services for your follow-up mailer as well.

Why send a follow-up mailer?

Contacts who have engaged with your initial mailer are more likely to convert when targeted with a second campaign, ensuring the best possible results can be achieved.

Promote your services and products direct to a target audience of 12,000+ engaged subscribers.



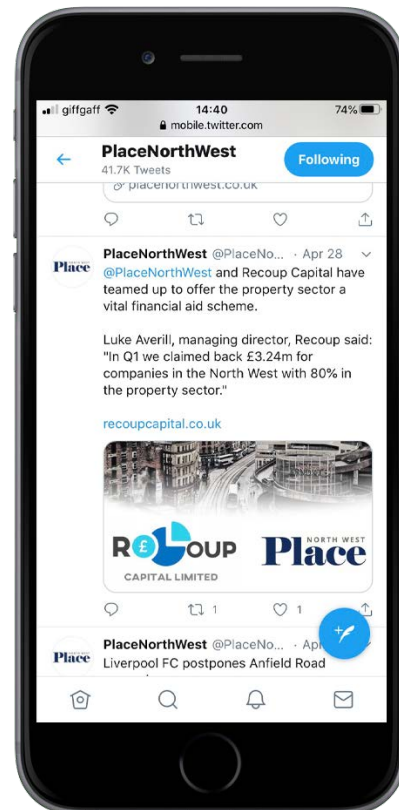
Social Media

We'll support your direct mailers with timely social media campaigns across our Twitter and LinkedIn.

These will help increase your online brand awareness amongst our combined social following of over 30,000 property professionals.

- Social media announcement of your partnership with Place North West on our Twitter and LinkedIn, accompanied by your company logo
- We'll use specific graphics and branded imagery, approved by you, to accompany all future posts
- We can promote a particular service or message on your behalf to our social following for an agreed number of days/weeks

We'll promote your brand, services and products to a combined social following of over 30,000 property professionals.



Case Study - Recoup Capital Ltd

April - May 2020

In using our email marketing and social media services, Recoup Capital were able to target 12,000+ property professionals, informing them of the importance of checking their eligibility to claim Research & Development tax relief.

Recoup sent over its first mailer copy using Microsoft Word. From this, we designed the layout of the mailer accompanied by branded graphics.

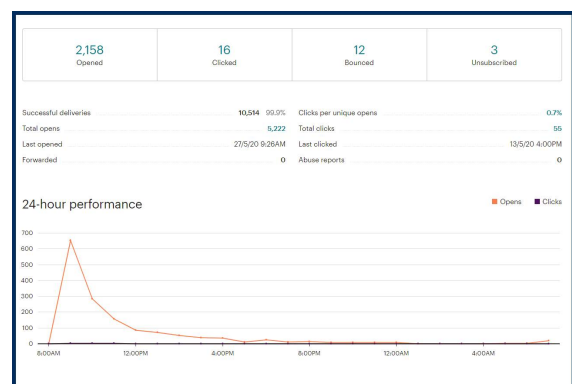


Once the mailer had been approved and scheduled, we began promoting Recoup's unique services to the property community via our social media channels.



We sent analytical reports to Recoup, 7 days after each campaign, showcasing clicks and open rates.

Together, Place North West and Recoup Capital generated over 7,000 OPENS and almost 100 CLICKS promoting the property sectors eligibility for R&D Tax relief.



“It’s been a pleasure to work with the Place North West team to drive awareness to the property and construction sector of its eligibility for research and development tax relief.”



For email marketing and social media opportunities, contact commercial director

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