



# One to One

*Email marketing operations outsourcing*



*Feedgenic, the content management intelligence company*



## **ONE TO ONE IS EMAIL MARKETING OPERATIONS OUTSOURCING**

Despite the challenges surrounding email marketing, it remains an extremely cost-effective marketing tool to build customer loyalty, acquire new customers and promote brands. Feedgenic can provide Business Managers and Sales Forces with leading-edge email marketing campaign management to broadcast professional messages without the need for your team to go through HTML programming or customized graphic design. By having your Newsletters linked to your website you benefit from Feedgenic expertise in both content management and email marketing which maximizes your conversion rate.

## **PERMISSION MARKETING**

- ⇒ Email marketing campaign management
- ⇒ Email content collection and creation
- ⇒ Email personalization
- ⇒ Email quality control and testing
- ⇒ Split testing
- ⇒ A/B Testing
- ⇒ Email broadcast
- ⇒ Campaign analysis and reporting
- ⇒ Best practices compliance
- ⇒ All languages supported

## **POLICIES AND STANDARD**

- ⇒ Ensure email complies with client's company policies and communication/publication standards
- ⇒ Ensure consistent and prominent use of client branding
- ⇒ Protect client's corporate identity and branding
- ⇒ Support domain name policy

## **CONTACT**

- ⇒ Direct telephone number (VoIP)
- ⇒ Mobile telephone on request
- ⇒ Instant Messaging and Web Conference
- ⇒ Email



## WORKING HOURS

- ⇒ European business hours
- ⇒ Asian business hours
- ⇒ Follow the sun on demand

## BUSINESS BENEFITS

Appointing an experienced and skilled Feedgenic Internet Marketing Officer as a single point of contact for your organization supports your Business Managers in implementing your Internet Marketing strategy. Common Internet operations demand numerous expertise and experienced resources together with a meaningful coordination between them. Feedgenic provides all required expertise accessible as a single point of contact to your organization supporting operational efficiency and cost reduction.

## *Feedgenic, the content management intelligence company*

Feedgenic is dedicated to build Internet operations excellence integrating and coordinating all the expertise required to deliver a successful Internet marketing strategy. Common Internet operations demand numerous expertise and experienced resources together with a meaningful coordination between them.

Feedgenic provides all required expertise accessible as a single point of contact to your organization supporting operational efficiency and cost reduction:

- **Email marketing operations outsourcing:** [www.feedgenic.com/email](http://www.feedgenic.com/email)
- **Why outsource email marketing?** [www.feedgenic.com/emm](http://www.feedgenic.com/emm)
- **Services portfolio:** [www.feedgenic.com/services](http://www.feedgenic.com/services)
- **Solutions portfolio:** [www.feedgenic.com/solutions](http://www.feedgenic.com/solutions)
- **Contact:** [www.feedgenic.com/contact](http://www.feedgenic.com/contact)
- **Newsletter sign-up:** [www.feedgenic.com/sign-up](http://www.feedgenic.com/sign-up)
- **Blog posts:** [www.feedgenic.com/blog](http://www.feedgenic.com/blog)

**WITH  
FEEDGENIC**



**YOUR  
BUSINESS  
MANAGER**



**FEEDGENIC  
INTERNET  
MARKETING  
OFFICER**

**SINGLE POINT  
OF CONTACT**



Web Content  
Management

Email  
Marketing

Online  
Promotion

Search Engine  
Optimization

Imaging  
Flash animation

Web Form

## WITHOUT FEEDGENIC

### YOUR BUSINESS MANAGERS

Have to cope with too many activities, tasks and complex expertise they are not familiar with.

Have to deal with too many third parties coordinating the various aspects of online publications.

Are lacking a global and centralized approach toward Internet publication success.

Are missing online business opportunities

