

Email marketing

Promoting your products or services by email marketing can be a powerful and flexible form of direct marketing. Cambridge Experts can communicate your messages quickly and cheaply. Cambridge Experts can also tailor your email marketing campaign to specific types of customer more cost-effectively than with paper-based marketing.

Cambridge Experts plans your email marketing campaign with care to make it relevant and interesting to recipients. We are aware of the Data Protection Act which regulates how to build and manage your customer database. We comply with the law when executing email campaigns to people who aren't already customers.

Cambridge Experts makes sure your email campaigns:

- reaches the right people.
- is interesting and relevant so that recipients open and read it.
- uses customised messages so people pay more attention - if you've won a contract in your area, you could focus on the location for local recipients, while those further away will concentrate on what the contract shows you could do for them.
- gets recipients to phone you or click through to your website.

WE DO NOT SPAM.