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Fully-Managed Email Marketing Solution

Nicholas Creative offers a fully managed approach to email marketing so that your organization can focus on its core business. All email marketing engagements include the following features and benefits:

Custom Template Design

Your company's email distributions are dressed in a custom look and feel based on the unique needs of the campaign. Styling cues can be pulled in from an existing website or marketing collateral and matched with the objectives of the email campaign.

Campaign Setup & List Management

Your company provides its email list in a spreadsheet format so it can be cleaned, organized and checked for duplicates. All of the data is imported to Nicholas' campaign management application, where opt-outs and new subscribers are automatically managed. You can provide future spreadsheets to incorporate in your campaign at any time.

Content population, Testing & Deployment

Depending on the frequency of the email campaign (weekly, monthly, quarterly, etc.), your company will provide the copy, which will be populated into the email template and tested for any potential spam language that could affect delivery. The message is tested on most popular email programs to ensure uniform presentation. **Email inbox delivery averages above 97%.***

Reporting & Analytics

Within two weeks of the distribution, email analytics are gleaned and assembled in an easy to read report. Metrics include:

- Aggregate number of clicks, opens and respective percentages
- Total number of emails sent, spam reports and opt-outs
- Break down of click-thrus by email address – see which email address clicked which links
- List of email addresses that opened your email
- List of email addresses that opted out of your email
- List of bounced email addresses
- Graphed comparison of email metrics over time

*Refers to valid email address deliveries in the United States only measured monthly since April 2007 using Constant Contact as the email service provider. Individual accounts may vary. Return Path, Inc., an unbiased third party vendor, offers leading email inbox monitoring tools for determining email delivery rates.

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