

# EMAIL MARKETING FOR CONSULTANTS



## Consulting: Reaching Out to Both New & Current Clients through Email Marketing

### Foreword

*"You need to be aware of what others are doing, applaud their efforts, acknowledge their successes and encourage them in their pursuits. When we all help one another, everybody wins." – Jim Stovall*

The consulting industry is extremely diverse, as specialized consultants are available to assist in any type of commercial activity. Whether the sector is financial, business, academic, technological or fitness specific, consultants contribute their valuable knowledge, skill and wisdom. The consulting field, however, becomes more saturated every day. Most consulting industry professionals find the cost of doing business - from manpower to transportation - is skyrocketing. It has become imperative to drive new business to the company, and consultants must turn to proven and effective methods that can reach both current and prospective clients with unparalleled ease and power. And they have to do it in a way that doesn't bust their budgets.

Consultants know that their clients have their mobile web devices with them 24 hours per day. They utilize these devices to stay in touch with their diverse responsibilities, accessing them dozens of times per day. As the social media revolution continues to change modern commerce, millions of businessmen rely on smartphones and other devices to maintain communication with colleagues. Consulting clients are also increasing their use of email as the method of sending and receiving information. This unprecedented connectivity among consulting clients has driven four of every five consultants to embrace email and social media marketing as their promotional technique of choice. Consultants have realized that the most successful way to make an impact on business clients is by launching an impressive, informative and comprehensive campaign of email and social media marketing. An email and social media campaign has the ability to reach their prospects through web-enabled devices of their choice, whether it be the desktop computer, laptop or smartphone, and through their preferred incoming vectors, like an email or a social network such as Facebook or LinkedIn.

Another reason consultants have embraced email marketing is the unmatched economy and cost efficiencies of the medium. The Direct Marketing Association conducted an extensive survey of email marketing return on investment (ROI) in 2009 and found that for each dollar invested in the process, an impressive

\$43.62 was returned. This is a rate that traditional media like trade magazine advertisements, Yellow Page listings and even alternative methods of online communications cannot expect to match.

Email and social media marketing is the most effective promotional strategy for any consultant in any field of endeavor to implement. It is extremely affordable, extraordinarily efficient and, best of all, it gets the job done right. Those are qualities a client looks for in a consultant, and the qualities consultants look to email marketing solutions to achieve.

**- Curt Keller**  
**CEO**  
**Benchmark Email**

## Introduction

The information in this report, **Consulting: Reaching Out to Both New & Current Clients through Email Marketing**, was devised to provide perspective on the state of [email marketing](#) for the benefit of consulting business brand marketers, and to assist them in bringing into focus their venture's online marketing campaigns. The information included within this report was compiled to amplify consultants' promotional efforts via these techniques:

- Learning to design and implement an email and social media marketing campaign that draws in new subscribers while maintaining the interest of current ones
- Explaining Web and email marketing legislation that dictates how the consulting industry can interact with online consumers
- Reviewing key facts and figures about the strategies applied by other consulting business managers and owners
- Launching a successful email marketing campaign specifically tailored to your consulting business to gain and sustain maximum profitability

Recently released reports supplied the figures contained in this compilation. The statistics have been culled from all levels of the consulting sector. The statistics gathered through this correlation may be reviewed in the Consulting Email Marketing Survey section.

The primary intent of this white paper is to make available a grouping of queries all consulting companies need to ask themselves to gain further understanding about their current performance in [email marketing campaigns](#) and to help them design solutions both elegant and effective to their online marketing ventures.

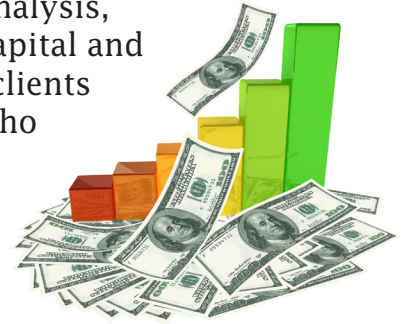


## Background

There is no industry sector in our economy that does not have its own corps of consultants able to tackle any issues a company might require assistance with. As a result it is difficult to generalize consulting statistics, as consultants in dissimilar sectors will have drastically different requirements and preferences in their daily operations. These differences extend to the task of promoting their enterprises, as a number of consultants prefer to work exclusively by word of mouth and therefore have no marketing budget or strategy whatsoever. The majority of consultants do pursue new business aggressively, thus they find

themselves in need of a coherent marketing and promotional plan allowing for company growth by adding new clients and encouraging additional billings from existing ones.

The marketing and promotional requirements of the consulting industry vary not only by personal preference and background but also by the commercial sector where the consulting firm operates. Consultants who work in financially related services such as accounting, business analysis, insurance, investments, personal finance, taxes, venture capital and wills and estate planning will have considerably different clients and marketing approaches than technology consultants, who specialize in computer training, e-commerce, information technology, search engine optimization, software training, telecommunications and website management. While the former category requires the acumen of a CPA and profound grasp of numbers and spreadsheets, the latter requires advanced technological training and know-how. The clientele of a financial sector consultant will consist of individuals in particular positions at accounting firms and financial institutions; they will need to be addressed in a different manner than the clients of the technology sector consultants, who tend to be younger, more casual and oriented towards interests alien to the financial consultant's clientele.



Not all consultants deal specifically with corporate executives. The consultants who specialize in architecture and building safety, beauty, childbirth, city planning, clothing and fashion, college admissions, college planning, diet and nutrition, editorial planning, energy, environment, fitness, home improvement, imports and exports, intercultural communications, interior decorating, legal, marriage relations, medical and health, mental health, parenting, real estate, retirement planning, social policies, stress relief, tourism, travel planning, weddings and weight loss will encounter all types professionals, from trainers and nutritionists to realtors, medical practitioners and academics.

Regardless of the industry sector, email and [social media](#) marketing is the best way to reach out to clientele. Consultants who are active in the commercial relations and mentoring fields of sectors such as advertising, business change and reform, business networking, career advice, crisis management, diversity in the workplace, entrepreneurship and small business start-up, human resources, leadership, management, market research, marketing, media relations, organization, public relations, public speaking, publicity, sales, strategy formulation, team building and time management will come into contact with executives who are working in many types of arenas; yet, they all have a common denominator in their perpetual contact with the Internet. These executives have computers on their desks and in their briefcases, are never more than a few feet away from a web-enabled mobile



device and in constant touch with their Web activities wherever their daily schedule takes them.

Consulting is also internally diverse: In terms of marketing, there are likely more extremes in operational marketing and promotional styles than in other industries. However, the utilization of email and social media marketing by consultants across all sectors is unanimously elevated. More than four of every five consultants currently engage both their existing clientele and prospective clients through email marketing. Nearly nine of ten consultants are either currently in the process of applying an [email marketing strategy](#) or intend to do so in the immediate future. Only 11 percent of all consultants are not involved in email marketing and have no plans to be - one of the lowest such statistics to be found in any industry. Essentially all figures pertaining to the consultants' utilization of email marketing technologies are considerably higher than in other industries. More than three of five consultants apply segmentation methodologies to their email content; nearly six of ten send email newsletters and missives more than once a month; the reported open rates for the consulting industry are 50 percent higher than the average for all industries; click-through rates are almost four times greater than a sector such as restaurants.



Given these statistics, it is clear that the consulting industry is generating a great deal of its continued development, advancement and progress on the power and reach of email and social media marketing. Consultants everywhere have discovered there is no other medium that provides the lucrative benefits of email marketing.

## Consultation Email Marketing Statistics

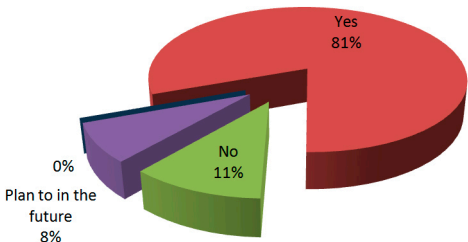
This collection of statistical data was derived from a wide variety of studies and surveys published by leading industry research sources. The data was combined with the answers received from the direct querying of consultation business owners and managers.

## Consultants Engaging in Email Marketing

The subsequent statistics are derived from responding consultants currently engaged in email marketing campaigns for both informational and sales solicitation purposes. This group constitutes the majority percentage of 81 percent, one of the highest engagement rates of any industry. This statistic speaks to fact that a majority of consultants hold email marketing as a cornerstone of their promotional programs. Only 11 percent stated they are not engaged in email marketing at all; eight percent state they plan to engage in email campaigns in the future.



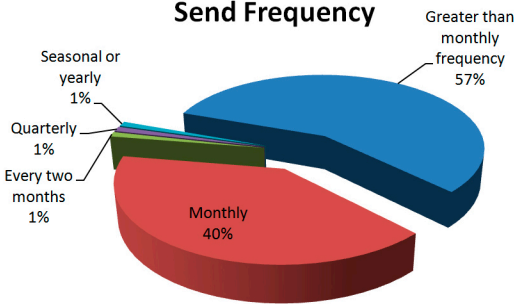
Engage In Email Campaigns



Consultants' Sending Frequency

The monthly frequency of email sends is a total of 40 percent. Interestingly, the greater than monthly frequency indicating weekly, bi-weekly or alternative short periods between sends is the highest proportion, at 57 percent. The total number of consultants engaged in [email newsletter](#) sends less frequent than monthly is only three percent, made up of one percent who send every two months, one percent who send quarterly and one percent who send seasonally or annually.

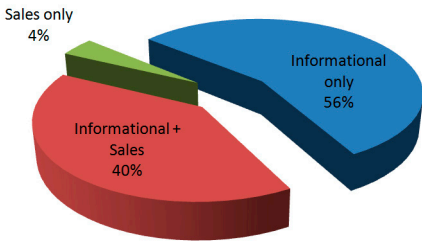
Send Frequency



Consultants' Content Type

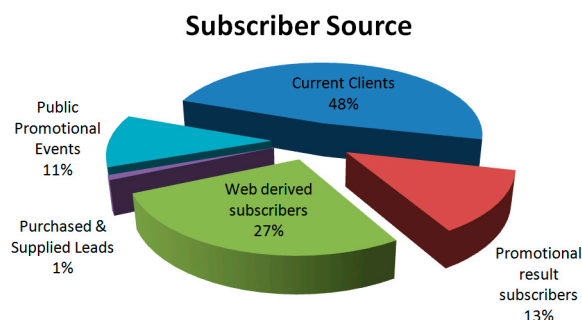
Fifty-six percent of all email marketing communication sent by consultants was termed to be informational only, with just four percent exclusively targeted to sales purposes. Two of every five consultants reported their email marketing contained elements of both.

Content Type



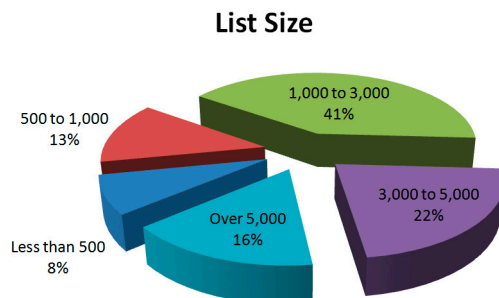
## How Consultants Obtain Email Subscribers

Many different types of consultants are represented in this statistical summary. Of the represented, the results show that current clients make up 48 percent of the total subscriber list; Web-derived subscribers make up 27 percent; promotional result subscribers make up 13 percent; and public promotional events subscribers make up 11 percent. Purchased and supplied leads make up one percent.



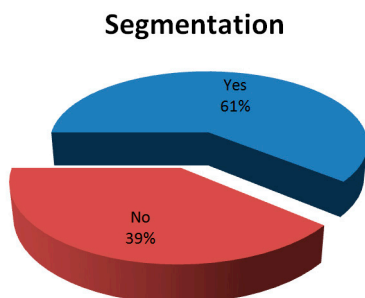
## Typical Consultants' Email Subscriber List Size

Sixteen percent of all consultants stated that they had more than 5,000 individuals on their subscription lists. Twenty-two percent reported 3,000 to 5,000 email addresses; 41 percent had 1,000 to 3,000; 13 percent claimed 500 to 1,000; and only eight percent reported fewer than 500 list entries.



## Consultants' List Segments

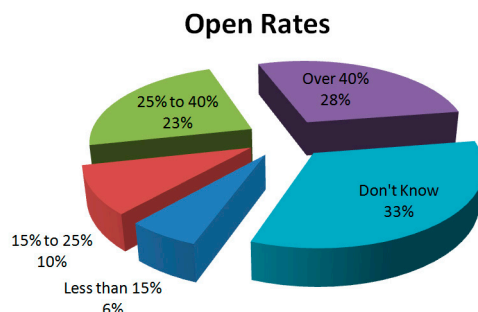
Even though the number of consultants segmenting subscriber lists is higher than in other industries, two out of every five consulting business directors and managers stated they still adhere to the practice of sending singular content sets to all subscribers.





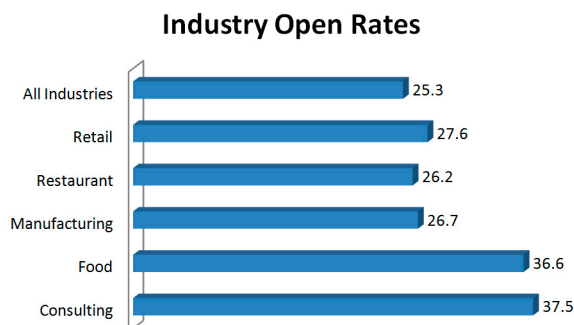
## Email Open Rates for Consultants' Campaigns

One third of consultants were not aware of their **open rates**, demonstrating the consulting industry is better informed on this key metric than the average of all sectors; however, there is much room for growth. Of the consultants aware of their open rates, 28 percent stated that more than 40 percent of their emails were opened, 23 percent claimed 25 to 40 percent opens, 10 percent claimed 15 to 25 percent and only six percent stated that they had an open rate that did not reach 15 percent.



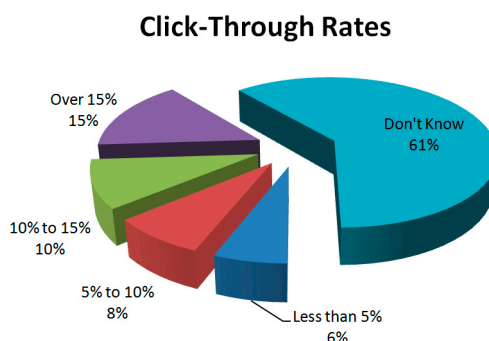
## Versus Industry Open Rates

The open rates are considerably higher than the norm for other industries at 37.5 percent and above food rates, which traditionally have a high-level of open rate at 36.6 percent.



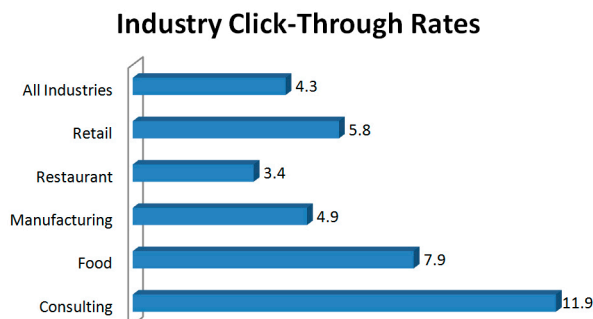
## Consultants' Subscriber Click-Through Rates

Fifteen percent of consultants report they are achieving elevated levels of more than 15 percent **click-through rate** (CTR). These high figures are present throughout the data curve, with 10 percent stating a CTR of 10 to 15 percent, and eight percent obtaining 5 to 10 percent CTR. Only six percent of all consultants report they fail to reach a CTR of five percent. The 61 percent of "Don't Know" reports can be traced back to the open rate uncertainty and partially blamed on plain text email sends.



## Versus Industry Click-Through Rates

The CTR for the reporting consultants listed in the statistical sampling is extremely high at 11.9 percent - nearly four times larger than the CTR for the lowest performing sector: the restaurant industry.



## Consulting Email Marketing Goals

Your association or organization may be involved in providing paid membership services or may be an advocacy entity that derives some operating budget from fundraising efforts. In either case, your email based online outreach communications program needs to be implemented precisely and strategically to ensure maximum efficiency and success to achieve your goals.

### Short Term Goals

A properly implemented and executed email outreach strategy can provide immediate short-term benefits to any consulting association or organization:

- Immediate fundraising impetus
- Increased membership
- Improved interaction with current members
- Greater visibility to both online and major media
- Communication of positions on various advocacy topics
- Motivation of group actions



### Long Term Goals

Email campaigns are effective in assisting consultants in reaching their long-term objectives:

- Widespread member and supporter loyalty
- Media and public authoritative presence
- Recognition as a top tier advocate
- Overall growth and expansion
- Solicitation of collaborative agreements with other entities



- Governmental action and legislation based on your advocacy
- Attracting higher level financial supporters
- Establishing permanent fundraising levels

Conducting a long-term email marketing campaign with precision and accuracy is your consulting business' most lucrative opportunity to achieve success from your online promotions. Committing to a campaign over an extended period of time requires an investment of time, energy, manpower and resources. A long-term email campaign is not a procedure readily achieved without paying close attention to a number of highly critical factors or seeking professional expert assistance. When you are ready to make the commitment to email marketing over the long haul, there are a number of significant factors that must be taken under careful consideration.



## Implementation

Email marketing is fundamentally different from conventional Yellow Pages listings or advertisements in a related trade magazine. In conventional media, the advertising liability triggered by the placement of the ad is limited to whether the statements found in the ad copy are factual. If the ad copy passes the test of verifiable truth, then the advertiser need not worry about meeting any further legal standards. With email marketing, there are two separate regulatory structures that must be adhered to: Consulting industry self-regulatory standards and federal (as well as state) laws. Failure to meet these conditions can lead to legal repercussions for your consulting business.

## Compliance

Traditionally, consulting businesses gathered personal information from customers through business cards, existing clients, via signup sheets and other methods. However, federal law dictates that information about customers cannot be entered into your email subscription list until clear permission has been obtained from the customer. Any form of data about any client placed on your subscription list without clear and specific permission from the prospect to receive those emails is a violation of both government law and consulting industry standards.

A screenshot of a web registration form. The form has a title 'Register' in yellow text at the top right. It contains four input fields: 'Username:', 'Password:', 'Retype Password:', and 'E-mail Address:'. Below the 'E-mail Address' field is a checkbox labeled 'I agree to the Terms and Conditions'. At the bottom right is a red 'Submit' button.

Federal law demands that direct approval must be obtained from the prospect, logged permanently and made available for future review. Consulting business owners and managers should know penalties for violating these regulations are severe, with fines of thousands of dollars for each email sent in addition to possible incarceration.

## CAN-SPAM Must Be Honored

The federal [CAN-SPAM Act](#) legislates and oversees email marketing in the USA and describes clear standards of business regarding online marketing. This form of legislation is called an “opt-out” because it requires immediate and complete compliance should any subscriber request to be taken off an email subscription list. The United States federal government considers violations of CAN-SPAM extremely serious, and violators are subject to severe penalties including hefty fines and even jail time.

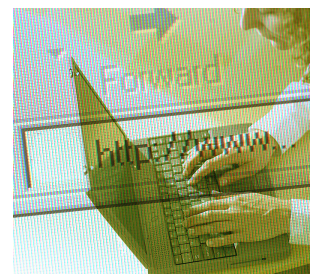
## Unsubscriber Facilitation

Your consulting firm must have an obvious, simple and effective way for subscribers to file a claim demanding the elimination of their complete informational record from your computer systems. All email marketing campaign messages are required by law to contain a prominent unsubscription link that must be swiftly enacted by your business upon receipt. Failure to comply with unsubscription solicitation goes against federal legislation and can lead to severe legal sanctions against your consulting company, as well as its executives.

## Bouncing Email Control

Whenever a consulting marketing professional sends a message, be it personal or within the business arena, one of these three results will occur:

- The send is successful; email is delivered as intended
- The delivery is delayed due to an inbox issue, i.e. a soft bounce
- The send is not delivered because the email address is no longer in existence or has been blocked, i.e. a hard bounce



If consulting email marketers continue to send media to addresses resulting in a hard bounce, ISPs will interpret campaigns as professional spamming practices; generally, spammers do not weed their lists of addresses, resulting in hard bounces. When a consulting email marketer sends a missive to an address known to be unreceptive by the routing ISP - an address that Mailer Daemon has already recognized as undeliverable - you may find that your company develops a reputation for spamming, which can land your organization on an IP [blacklist](#). When blacklisted, your business may be prevented from sending any email, including personal messages, business replies and of course your subscription campaign emails.

## Privacy Policy

Some consulting firm managers and owners simply visit the website of a

competitor and copy their privacy policy. Not only does this activity create duplicate text content (an action penalized by search engine indexing functions that can bring about a drastic drop in your results listing position), it also creates legal liability. Your privacy policy should be drafted for your specific business by a consulting industry business attorney who will ensure it precisely accounts for your online activities.

## Proper List Segmentation

Opt-in email list segmentation is a critical procedure many consulting business owners ignore. List segmentation takes into account many factors about subscribers, including demographics, geography and behavior patterns in your audience subgroupings. Given the enormous range of service needs between types of consulting clients, it is clear that meeting individual needs of subscribers is a helpful business tool. By applying segmentation procedures and crafting your email newsletter content to those particular requirements, behaviors, geographic and demographic elements, your business will appeal to individual needs and propose more exact types of services, programs, procedures and products for each consulting client.



## Ongoing Content Testing

Some consulting business owners and managers choose to send out exactly the same content to their entire list, obviating the possibility of engaging in A/B testing, which are tests compiling particular content for each segment of your email marketing subscription list to send out in minute volumes and determine the type of response received from each variable. By engaging in long term, comprehensive A/B testing, you can focus your overall online marketing strategy to your business' benefit.

## Obtaining the Prospect's Data

In the Internet age, potential customers are less inclined to reveal personal information about themselves. This consulting client's preference for privacy must be balanced against your business' need to cull their demographic data and improve your segmentation efforts. Incentives like discounts, special offers or free consultations in exchange for demographic information necessary for email segmentation information can compel consumers to provide critical data.

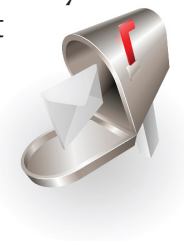
## Analyzing the Prospect's Behavior

The primary methods of performance and efficiency analysis for online marketing campaigns can be arrived at through email metrics such as open and click-through rates. Any consulting manager or marketer can easily understand the three types of subscribers on an email newsletter list:

1. Subscribers who do not open any email and should be deleted from your list



2. Subscribers who regularly read email but do not act on marketing material or click through to your webpage should remain on your email list, since they sometimes interact with your consulting business in ways that may not involve a click-through, such as a phone query or personal visit to your location
3. Subscribers who both regularly open and click on your email message are the most significant and quantifiable email prospects; composing tailored content to suit this category of subscribers provides you with segmentation opportunities



## Good Email Practices

Your email campaigns should always follow best practices. It is important to compose your [subject lines](#) with a great deal of care and attention, which will help your reader understand what content is contained within the email, providing incentive for them to actually open it. Multiple landing pages should be set up on your website, featuring targeted and variegated content that ties into your segmentation program's A/B testing tasks.



## Email Metrics

The statistical information in this guide shows 61 percent of all consulting business managers and owners surveyed were not aware of the click-through rate achieved by their email marketing campaigns. Thirty-three percent did not know their open rates at all. Consulting business owners and managers should familiarize themselves with those metrics if they expect to have a comprehensive understanding of their email marketing campaign's progress.

## Benchmark as Your Consulting Business' Email Marketing Solution

### Refocus Your Email Campaign Strategy Easily & Swiftly

You can enjoy the benefits of teaming up your consulting business with the experienced email service experts at Benchmark Email to efficiently and cost-effectively achieve communication with your client base. Benchmark Email is known as one of the most experienced providers of [email marketing services](#), and trusted by well over 73,000 loyal companies and individuals. Based on years of professional success providing services to fit the requirements and preferences of consulting businesses similar to your own, Benchmark Email can create an all-encompassing [Consulting Email Marketing Solution](#) that makes certain your dovetailed email and social media marketing goals are achieved.

Return On Investment (ROI) is one of the most important primary metrics of







any email marketing activity, and the characteristics of Benchmark Email's renowned DIY online solution for consulting businesses will maximize your profitability. This unique proprietary solution implements an online process readily accessed from any PC or mobile device and amplified by the savvy email promotional and social media facilities at Benchmark Email. These tools will boost your consulting business at an affordable rate while helping you relate to your client base through Benchmark Email's up to the minute solutions. It's email marketing at its best!

## Opt to Have Benchmark Email's Top Marketing Professionals Do the Job for You

As a consulting industry professional, you know what it means to be the right agency for the job. Perhaps your business wants to adopt a hands-free approach to your email promotional campaigns by delegating the job to the online marketing masters at Benchmark Email. Your consulting business will benefit from participating in the [We Do It for You Full Service Email Marketing](#) procedure, wherein the capable experts at Benchmark Email perform the functions of your company's email and social media communications personnel. To take advantage of this marketing solution, all you must do is send in your subscription list - along with a description of the most important elements you want to advance in your campaign - and the consummate Benchmark Email professionals will take it from there!

The email and social network marketing experts at Benchmark Email will engage the most capable procedures available to effectively meet and exceed your established goals. They will provide custom-tailored templates that apply relevant graphic design that can be viewed across all platforms, from a massive PC monitor to the tiniest mobile device screen. You will be able to readily absorb Benchmark Email's [Real-Time Email Reports](#), which supply you with an easy, clear system to obtain an overall perspective on your current and historical email marketing performance metrics. Through an analysis of this data, you will be empowered to make an accurate determination about the performance of your email and social media campaign at each step along the road. Your email and social network professional associates will make sure your operation is accurately displayed on the most trafficked social networks by implementing a spectrum of integrations and facilitations - including posting your latest newsletter links on your consulting business' Twitter page.

Email Name	Sent	Opens
 Barcode Campaign	5	4 (80%)
 Neeetz Users	1765	274 (16%)
 TEST 4 SoGrPoBd	5	0
 College Basketball	120	48(40%)

Benchmark Email's seasoned marketing and promotional experts will implement every aspect of up to two separate email and social media marketing campaigns for your benefit. If you opt to launch additional campaigns to run concurrently, they are available at an affordable extra charge. Benchmark Email will cover

every step of your campaign, including refining your subscriber list, enabling [autoresponders](#) to provide virtually immediate replies to your subscribers and setting up client response channels. The Benchmark staff can also create comprehensive customer surveys as well as custom-fitted polls to provide you with the necessary client data for laser focusing your marketing and promotional efforts.

## Industry Standard Features

Whether you decide on Benchmark Email's **Do It Yourself** or the **We Do It for You** service, your consulting business can benefit powerfully from these proven features:

**Advanced Message Scheduling** - Your email communications can be set up to send at any time you specify in the future. By using advanced autoresponders, Benchmark Email empowers you to set a series of countdown timers. These timers may correlate with certain specific occurrences such as the date of the first subscription, renewal dates, customer's birth date or any other anniversary date.

**Full Video Integration** - Benchmark Email supplies an exclusive multimedia email function able to integrate video productions of any length into your consulting company's most recent bulletins, industry news, events and other marketing content. Video content can be successfully delivered to your customers while safeguarding the file sizes to keep them small.

**Contact List Management** - As your client list grows, it becomes more resource-intensive to keep every entry up-to-date. Benchmark Email's list management tools assist you in cleaning up, expanding and segmenting your subscriber lists so you can break out groupings by lifecycle, demographic and behavior specifications.



**Creating & Focusing Campaigns** - In a competitive sector like consulting, your company must promote itself with maximum efficiency and acumen. Benchmark Email specializes in providing services with professional, flexible and capable formats. Any level of email campaign is now within your means.

**Delivery Assurance** - Over the years, Benchmark Email has cultivated successful relationships with all the leading ISPs to ensure their delivery rates are unsurpassed by other [email service providers](#). The basis of this reciprocal success is Benchmark Email's commitment to strict rules about email marketing best practices and the application of powerful anti-spam precautions.

**Expertise & Technology** - The efficiency of Benchmark Email's hardware infrastructure is unparalleled, streamlining the possibility of control over your total email marketing campaign. This server side command ensures any style

of email - from video to HTML to plain ASCII text - will be rapidly and securely delivered to your client's inbox.

**Full Tracking Reports Incorporating Visual Graphs** - Benchmark Email's comprehensive email tracking reports contain easy to understand info-graphics of your campaign's results. Each statistical category is also described in straightforward language – without obfuscated industry terminology. You'll be able to absorb how your email campaign is performing with just a quick review.

**High Volume Plans** - Every size of consulting business receives our most powerful and successful features and services. Should your company require over 100,000 emails per month, our heavy-duty plans offer a series of elevated performance capabilities suited to your heavy traffic sends.

**Polls & Surveys** - These tools allow you to concentrate your email marketing campaign according to the requirements of your consulting prospects. By evolving a personalized range of prospect participation forms, your consulting business' email marketing targets can be satisfied with sensitivity and tact.

**Social Media Tools** - Some consulting businesses collect email addresses directly from the consumer during the course of business or at other locations, conferences or events. However, a number of consulting directors are not engaging their social networking strategy to grow their subscription list to its fullest potential. Benchmark Email can proffer coherent social network integration on major sites such as Twitter and Facebook to ensure your online marketing message will be shared and "Liked" among the social groups and cliques of your subscription clientele.



**Templates** - Benchmark Email has hundreds of specialized [email templates](#) customizable for your consulting company's promotional preferences. The graphic artists and programming experts at Benchmark Email can redesign any of these templates to create a perfect fit, or even customize a personalized template for your sole application if you so desire.

## Benchmark Email Understands Your Consulting Business

Benchmark Email can call upon their rich professional know-how to implement email marketing campaigns suited to your consulting company's business rhythms and harmonize their efforts with the promotional vectors of your client email address collection procedures:

- At the client's site or location
- Community involvement
- Holiday promotions

- Local and regional promotions
- On your website
- Promotion by word of mouth
- Sweepstakes and contests
- Team sponsorships
- Trade shows, conferences, symposia and seminars



## Results

Just a few of the beneficial traffic-related results consultants can take advantage of through the premium Benchmark Email consulting industry package of services include:


- Cost/Benefit analysis
- Ease of information exchange
- Professional liaison
- Quick launch
- Scalability
- Sustainability



## Examine How Your Consulting Business Can Profit from Benchmark Email's Services

By offering a harmonized twin set of service packages designed to meet the requirements of your consulting business, Benchmark Email can take your email and social media marketing campaigns above and beyond. Select the option most suitable for your business, resources and time constraints:

**The Do It Yourself** package is a comprehensive service encompassing every level of email marketing, while the **We Do It for You** package ensures your email marketing campaign will achieve its goals by putting Benchmark Email's experienced online marketing concierges to work.

When you entrust the consummate experts at Benchmark Email with your business, you can rest assured that your email and social media marketing program is well on its way to success! 



## About Benchmark Email

Take powerful features by the dozen, sophisticated list management, hundreds of email templates, ultra-precise reports and dazzling email and video email. Now, package all that together for an extremely affordable price. Sound appealing? That's us.

There's a reason – or 100 – that more than 73,000 users trust us with their email marketing campaigns. With a second-to-none feature set, headache-free tools that make every campaign a snap and extremely reasonable price plans, we're the email marketing service for businesses of all shapes and sizes.

At Benchmark, we're more than email marketing experts, we're innovators. Our main aim is to perfect our email marketing service, but we also follow social networking, search engine optimization (SEO) and Web 2.0 just so our 100% Web-based software is completely compatible with the ever-changing Internet world.

No other service gives you this robust, standard range of features for just \$9.95 a month to start. Find out for yourself by enrolling in our free, 30 day trial  
[www.benchmarkemail.com/register](http://www.benchmarkemail.com/register).

### Contact Benchmark Email

We welcome your feedback and would love to talk with you about your email marketing needs. Please contact us at the addresses below.

**Website:** <http://www.benchmarkemail.com/>

**Call:** 800.430.4095 / 562.314.3033

**Email:** [sales@benchmarkemail.com](mailto:sales@benchmarkemail.com)