

5 TIMES WHEN MARKETERS

CHOOSE

SUBSCRIBERS

OVER

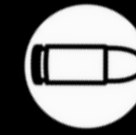
READERS

RIPE & ACTIVE

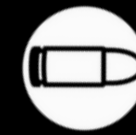


YOU CHOSE...

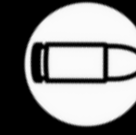
Casualties:



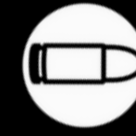
Seasonal campaigns



Preparation for a scheduled campaign season



Harping on local favorites



Recent opportunity specific to the region



Cultural reverberation in pitch tone



Industry-specific promotions and offers



Role-based personalized campaigns



Nurturing Campaigns



Legitimate conversions from authentic engagement



Real-time responses



Competitive edge

EMAIL MARKETING CALENDAR

GEO-TARGETED CUSTOMER PROFILING

ROLE-BASED BUYER PERSONA

LEAD GENERATION & NURTURING

AUTO-RESPONSE MAILS

READER HAPPINESS

COUNTER-MEASURES

FOR 89% MARKETERS

READERS ARE LEAD-CHOPS!

1 MONEY, OVER TIME

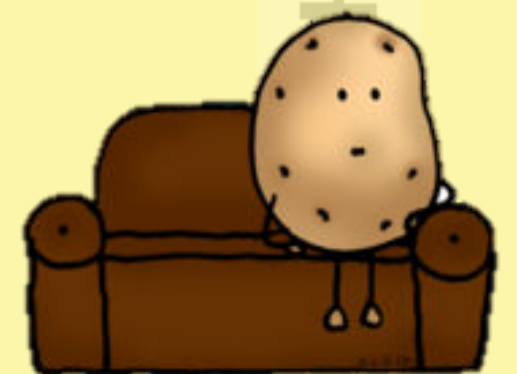
2 GLOBAL, OVER LOCAL

3 GENERIC, OVER THE GENERALS

4 SHORT-TERM, OVER LONG-TERM

5 ANALOG, OVER DIGITAL

SPAN GLOBAL SERVICES



POTATING PASSIVE

ACTIVATE YOUR PASSIVE LIST! @