



Digital Professional Services

Optimising marketing ideas: delivering eChannel results

Professional Services

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Professional Services

Why would you use our services?

We help digital marketers seamlessly turn great ideas into billions of relevant and personalised email and digital communications every year. Our digital marketing services give you access to experts in eChannel with the experience and best practice knowledge to optimise your ideas and deliver results.

Do you find yourself short of time, resources, necessary skills and knowledge?

With our range of service offers we help you deliver more timely and effective campaigns. We offer flexibility, so you can receive as little or as much help and expertise as you need, when you need it.

Benefit from our services

- Fill the gaps when you don't have the necessary skills in-house
- Reduce your risk by giving us responsibility to deliver error free campaigns
- Increase your planning flexibility and remove the need to worry about resourcing
- Ensure the maximum effectiveness of campaigns
- Access experts with best practice experience in email marketing
- Provide cover for staff absence like sickness, paternity leave or while recruiting
- Use your time to focus on your higher priority business goals
- Manage peaks in your workload, like seasonal campaigns, sales promotion, new product launches

Access our services in a way that suits you

We make it easy to access our services in a way that suits you and your needs, from regular campaigns to services delivered on an ad-hoc basis, with as little or as much as needed. For example, this could be a range of services for a set number of days per month, called off as required, or, by taking a number of campaigns delivered over a period, or specific one off projects with a defined package of deliverables, such as a Preference Centre or Creative.

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What services do we offer?

We offer a broad range of services designed from years of experience gained from delivering effective digital campaigns with eChannel.

If you are not sure if we provide what you need just ask

Our team of experts will be pleased to discuss and understand more about your needs, the results you're after, and give guidance on how we can help. Why not call them on +44 (0) 23 80 119 100 or email to enquiries@services.smartfocusdigital.com, or talk to your Account Manager.

Creative Services	Newsletters
	Transactional emails
	Triggered messages
	Offer emails
	Reactivation
Data Capture Services	Preference centre
	List growth
	Unsubscribe process
	Feedback forms & Surveys
Campaign Services	Fully managed campaigns
	Automated campaigns
	Multi-stage campaigns
Optimisation Services	Creative critique & Campaign review
	Sign up process
	A/B & Multivariate test plans
Integration Services	Automated data exchange
	Content re-use
	Conversion & Outcome tracking
	Web analytics
Deliverability	Domain registration
	Audits
	Dedicated IP addresses
	Certified email

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Creative Services

Whatever campaigns you are running or plan to run you need creative's. Whether you are looking to refresh existing campaigns or extend your contact strategy we can help, applying our experience of a wide variety of campaign types, such as, newsletters, transactional emails, triggered messages, offers and reactivation emails.

Newsletters - Your regular core email series and the mainstay of most contact strategies.

Transactional emails - With open rates often over 80%, emails to confirm transactions are not just for closure of a transactional process but an opportunity to extend and continue the conversation.

Triggered messages - These are your set up and forget automated campaigns that keep ticking away earning their keep. Single emails triggered by an appropriate event, such as welcome emails for new subscribers, birthday emails, emails shortly before contract renewals, product replenishment reminders, travel reminder, post event follow up and so on. These triggered messages have high open rates and are often rare or one time opportunities to get a message across.

Offer emails - To supplement your newsletters these are emails more focussed on a single subject, produce or special offers.

Reactivation emails - All marketers have a significant part of their database not responding. Reactivation emails are designed to take a different approach, where your main programme of activities are not getting a response. A different design, message and contact strategy is called for to get engagement again.

Whatever the type of digital communication you would like help with, our Creative Services will design and deliver your creative, set up, tested and ready for use in eChannel:

- Capture your marketing message objectives and design ideas turning them into reality. We will advise and deliver on best practice, for more effective layout of digital media, reflecting the different approach to design needed for email, when compared to mobile or web pages, compared to print
- Design according to your corporate branding, guidelines and website look and feel as appropriate
- Provide guidance on compliance to legal requirements
- Create HTML that is email client compatible, robust and flexible and managing the different issues around HTML for email as opposed to web pages, that your Agency might not understand
- Include personalisation and dynamic content for improved campaign relevance and performance
- Create landing pages consistent with the email, to extend the copy space or provide pages needed for further enrich your campaign, such as recommend a friend, unsubscribe or a preference centre
- Use your flat graphic design as the starting point and undertake the rest of the process, converting it ready for email and digital use.

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Data Capture Services

Gathering data is integral to online marketing and a common part of any email campaign. Let us help with gathering the data and/or making better utilisation of data you have. Our experience extends across a range of techniques and processes, all aimed at making data central to your on-going success.

Preference centre - With relevance being at the key of successful and sustainable email campaigns putting control into the customers' hands is a key part of a communication strategy. Preference centres allow you to cost effectively capture the key areas of customer interest increasing relevance as well as reducing emotionally unsubscribed customers and list churn. Whether you already have a brief and know what you want out of a preference centre or, if you are starting from a blank sheet and need guidance, we can help.

List growth - Quality in house collected data out performs all other data and constitutes the core of effective email campaigns. As well as the classic subscribe form, new subscriber data may be collected in many ways; at every customer touch point, through recommend a friend processes, viral campaigns, competitions etc. We provide the expert guidance on best practice and deliver process that more effectively take into account factors such as complexity, copy and layout.

Unsubscribe process - No-one wants to see people unsubscribe. The unsubscribe process is an opportunity to collected data to find out why and to offer compelling options to persuade people to stick with you.

Feedback forms & Surveys - Whatever the objective, feedback forms and surveys give your customers the opportunity to talk to you and you to build up your knowledge of what they want, feel or need. We can create the ideas as well as the online process to deliver forms and surveys, capture the data for you and help you interpret it so that you can make the most of it.

With our data capture services we will help you by:

- Delivering a single or multi-step data capture process
- Providing guidance on effective data capture
- Ensuring style consistency of data capture pages to match your email and website
- Creating forms for integration into your website
- Providing data ready for campaign use in eChannel
- Getting the best from eChannel data management features.

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Campaign Services

When you have the materials you need for your campaigns but don't want to execute the broadcast yourself, you need campaign services.

Managed Campaigns - Whatever your needs, from managed broadcast execution of a monthly newsletter, several campaigns per week, to simple or complex dynamic targeted emails with an automated multi-stage process, we can help. Provide us with your brief and materials and we will do the rest; drive the technology, quality assure and broadcast the campaign, manage the process and deliver you the reports. Then when it's all done, sharing our findings and making recommendations for on-going improvement or new ideas to help results.

Working alongside you and your team we will manage every aspect of the campaign or work only on the parts you need help with most:

- Work from your campaign brief
- Manage the campaign creation process
- Take responsibility for campaign quality assurance
- Set up the campaign from your HTML, create specific HTML or drop your copy into a template
- Provide pre-send proofs for approval
- Manage the send
- Deliver campaign reports and post campaign recommendations

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Optimisation Services

The core strength of digital campaigns lies in the ability to measure, test and improve in a structured and scientific way. No longer is it necessary to try and guess how customers will respond to different types of copy, message, layout and designs. Optimisation is all about learning based on hard fact. With our optimisation services we can ensure you get the most from every communication.

Creative critique - Email designs and copy play an important part in creating an email that is effective in getting people to open and click. We will review all aspects of your email and deliver a report with recommendations for action to improve effectiveness based against best practice.

Sign up process - Reducing the friction and anxiety during the sign up and subscribe process will get you more sign ups. Let us review and optimise your existing process.

A/B & Multivariate testing - Ongoing testing of campaigns should be part of every strategy. Double digit campaign performance improvement is possible through testing and learning what works for your campaigns and audience. We can construct test plans around all aspects of your campaigns to optimise results including; from names, subject lines, call to actions, layout, link positioning, size, colours, segmentation and targeting.

As a one-off exercise or on regular basis our Optimisation Service will:

- Optimise your marketing results, measured against your marketing objectives
- Review previous campaigns results to develop insight and recommendations
- Deliver A/B and Multivariate test plans and guidance
- Fully manage test plan execution using eChannel
- Provide interpretation of results and statistical significance that underpin decisions.

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Integration Services

All marketing systems are made up of a collection of different solutions that integrate, cooperate and complement each other to support a more effective productive marketing performance. Our Integration Services make those solutions work better together, ensuring two plus two adds up to more than four.

Data - Automated data transfer in and out of eChannel provides for improved efficiency and up to date data across your solutions. Talk to us about integration of your user profile data, list information and response events such as open and click data.

Content re-use - Re-use of existing content held elsewhere can be a real time and money saver. You may have already created content that can be used in other solutions and re-using will improve your efficiency and reduce campaign turnaround time. Examples include automated content import into email campaigns from RSS feeds, XML files and web pages.

Conversion & Outcome tracking - Add eChannel Outcomes to your website and get reports about conversion integrated with your email campaign results. This takes you beyond clicks and gives you insight much closer to your desired end result.

Web analytics - Let your analytics have a better view of the traffic you drive from your email campaigns. As an **Omniure Genesis Partner**, and by working with other leading solutions such as Google Analytics, we can enable data exchange between eChannel and your analytics solutions, giving better insight and closed loop marketing.

Integration project objectives and requirements vary in complexity considerably. Our Integration Services will help you:

- Capture marketing and business integration objectives
- Work with your IT department at a peer to peer level to agree technical solutions
- Create technical specifications for data formats and data transfer protocols
- Deliver solutions utilising the eChannel SOAP API data integration interface.

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Deliverability Services

You want to know that your emails are reaching your customers and there is a minefield of reasons why they might not be getting to the in-box. With our deliverability services you are assured of the best deliverability in the industry, and access to the experts with the knowledge and experience to help you get the very best results.

Domain registration - A dedicated domain with your company's name helps not only deliverability but also branding.

Audit - Using eChannel already means that the infrastructure and technical aspects are taken care of. But there are factors within the control and responsibility of the marketer which also impact deliverability. We can audit performance and provide advice on how to improve in any deficient areas.

Dedicated IP address - Dedicated IP addresses are often considered to be better. The reality is they are sometimes the better choice depending on your campaign patterns. We can review the right choice and help you decide.

Certified email - We are a **Goodmail Partner** and can turn on certified email for you. Certified email will ensure arrival in the in-box and improve campaign response through having linked images shown by default. Let us determine if Goodmail is the right service for you.

Training Services

eChannel is designed as an easy to use and intuitive solution. We complement eChannel with a range of training services to ease your marketers into making the very best of their ideas and maximising their results.

Essential Training - The essentials of eChannel to allow you to easily setup and manage your own campaigns.

Extended Training - Covering more detailed aspects of the system in greater depth. This will allow you to make the most of the system's features.

Custom Training - If your company has specific training requirements we can design a program around your needs.

eMarketing Essentials - The key criteria to building effective email marketing for less experienced email marketers.

HTML for email - How to develop HTML that will be compatible with email clients, robust and reliable.

For more details about training and course syllabuses, please see our separate training brochure by going online here <http://docs.smartfocusdigital.com/LandD/LandDBrochure.pdf>

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Testimonials

"We searched long and hard for the right partner in the crucial sphere of email broadcast and in smartFOCUS DIGITAL found not only a best-in-field supplier, but crucially a trusted business partner for important projects. Their expertise and attitude is estimable and allows us to deliver exemplary campaigns for clients"

Gerard Myers - Digital Operations Director, TMW

"Before choosing smartFOCUS DIGITAL we researched 12 companies. For more than three years the team at smartFOCUS DIGITAL have helped bring BHP's vision to life and have created many advanced lifecycle and targeted campaigns with quality and accuracy. This includes the marketing needs of major corporates. The combination of their technology, expertise and our vision has cemented BHP's position as the number one agency for marketing to UK small business"

Mick Dickinson - Marketing Manager, BHP Information Solutions

"smartFOCUS DIGITAL have proved an excellent digital communications partner. Initially, we turned to smartFOCUS Digital services to manage full end to end e-campaign activity for us. This was delivered responsively, with everything reliably completed, quickly providing us with an effective, hard hitting marketing channel. Subsequently we migrated the campaign design and build element of this activity to our in-house resources and the support we have received from smartFOCUS DIGITAL in doing this has been first rate, prompt and very professional"

Carl Speight - Chief Executive, Livesmart

"smartFOCUS are a pleasure to work with, and were extremely knowledgeable and helpful in delivering our campaign. They made the whole process very easy, and the solution adopted delivered excellent results."

Iain Starkey - Brand Manager, Indesit

"Working with smartFOCUS DIGITAL professional services has been excellent. One solution we engaged with them on was automatic creation of customized, targeted email campaigns. This included automated content import from an existing RSS feed. The delivery of the project was extremely well managed and delivered on time, to budget."

Jo Parkin - Marketing Systems, Elsevier

"We asked the smartFOCUS DIGITAL design team to come up with three new templates to up our conversion rates. We were really pleased with the attentive service we received from the team. We were able to convey all our ideas which combined with the design teams' direction resulted in fantastic new templates. We were so pleased with the results we used them again for the rebrand of templates for our .com market."

Suzanne Standen - Email Marketing Manager 1800Hotels.ie

Professional Services

We make it easy for you to work with us

When you have a need for our Professional Services, that's what we offer, services with the assurance that only experts with the experience in email and digital marketing best practice can give you. Through a simple, easy to understand process we will work with you to ensure we understand exactly what you need, define the deliverables and agree the end result you want and expect.

Who you talk to:

As part of Account Management reviews your needs may naturally surface and kick off an enquiry for our services. Outside of formal Account Management reviews if you have a need for any of our services then please talk to your Account Management, or, contact the Services team directly, or drop an email into Support who will log the request and pass it to the Service team to respond. However you contact us, we are here to help.

enquiries@services.smartfocusdigital.com

call us on +44 (0) 23 80 119 100

The first steps to professional services:

1. However initiated your initial services enquiry will be allocated to a team member who will call you to review the information provided to discuss your requirements in detail. If you are already a service customer, then your enquiry will be routed to your regular contact in the Services team. We will explain the options we can provide, and any that many not have yet been considered, and complete any requests for further information or clarification, all based on relevant best practice guidance.
2. The Services team will clarify the deliverables, responsibilities, scope, costs and lead times of any work and confirmed them back to you as a written proposal. Depending on the scope of work required, larger projects are formalised within our Project Management Approach, where we define a project initiation document (PID) as the basis of any further discussion or agreement to proceed.
3. Should you decide to go ahead with a service proposal, then we allocate the right resources, with the right skills for your work, and introduce the service team member responsible to you. Once any materials required from you have been received we commence work, and your services team representative will be in contact regularly to provide status updates or discuss and detailed points as work progresses, either by email or telephone.
4. When the work is completed all the deliverables are reviewed against objectives and provided for your review, approval and sign-off. Any recommendations or findings from the activity will be discussed and recommendations and observations confirmed.

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Want to know more?

If you want to know more about any of the services, or have a discussion about your requirements, and to get a no obligation proposal for your campaign or marketing needs, then please drop us a line to enquiries@services.smartfocusdigital.com, call us on +44 (0) 23 80 119 100 or talk to your Account Manager.

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