

MOJO'S ELECTRONIC DIRECT MARKETING CAMPAIGNS (E-BLAST)

Email marketing is the fastest, least expensive and most effective way to reach the most people in the shortest amount of time and increase ROI.

With Mojo Working you not only get an accomplished entertainment communications company but a marketing team with extensive experience in building custom databases and designing e-mail and

electronic newsletters, taking into account your company's brand image and deploying the blast quickly and efficiently so you receive results fast.

We can also manage all aspects of your campaign including the planning, e-mail design, email list management and database marketing. Get in touch to find out more!

BENEFITS

- Targeting a specific audience with relatively low cost
- A custom high-end design developed by the Mojo Marketing Team
- Ability to track e-mail responses, bounce messages and click-throughs
- Quick production time compared to printed direct mail or newsletters
- No worry about the technical aspects of the e-mail blast which allows you to focus on messaging and strategy.
- Green Effect – paperless direct mail – the new corporate message in today's world.

DESIGN & PRODUCTION

The next phase is to create the graphic templates and develop the marketing message.

DISTRIBUTION & TRACKING

Once approved the e-blast is ready for distribution. We generate reports showing e-mails sent and delivered, what percentage of your contacts opened, click-throughs, bounces, unsubscribers and forward to a friend.

Mojo Working's e-mail marketing strategies have been proven to be effective. Mojo clients have received many leads including a \$250,000 project. Go with a professional e-broadcast team that is already familiar with the following markets: U.S. Television Broadcast, Post Production, Audio Production, Broadcast and Post Industry Editors, University Broadcasters, House of Worship Broadcasters, Advertising Agencies (Domestic and International), Television Production, National Advertisers and exclusive to our industry Political. Whatever specific audience you need to communicate to, Mojo is there to capture and create a database to fill your specific request.

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