

# DIGITAL MEDIA MARKETING SERVICES CONT.



## Custom eNewsletters

Your company can own a customized eNewsletter that combines your content with related editorial from ROX Media Group to create an exclusive branding and thought leadership opportunity. You have exclusive rights to all advertising positions within the eNewsletter for your marketing message, allowing you to drive users to your website and to nurture prospects as they go through the purchasing process. Custom eNewsletters can be created and distributed on a monthly, quarterly, or customized basis.

- Thought Leadership – Blend your own content with ours to add credibility and be viewed as the subject matter expert in your field.
- Useful – Answer the most-asked questions within these articles, providing insightful and helpful content to your current and prospective clients.
- Branding – Own all five ad positions within the eNewsletter.
- Flexibility – Control when your eNewsletter is sent, so you can ensure it meets your seasonal and other time-sensitive needs.
- Reach – We can help you grow your email database via social media and other online advertising opportunities to encourage your target audience to opt-in your eNewsletter.

Content lives on your company's website, increasing traffic to your site and improving your organic search ranking.

Our editorial team will work with you to develop topics and dates for your eNewsletter. We will provide metrics for delivery rates, open rates and click-through rates through the use of Google Analytics.

Each eNewsletter will feature a minimum of four pieces of content on specific subject matter related to the needs of your company's prospects and customers.

Ad Positions: Top Banner (468 x 60 pixels), Two Boombboxes (250 x 250), Sponsored Product Ad (120 x 60 image, plus a headline of up to seven words and 35-40 words of text).

