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## PACK A NETCENTERED MARKETING WALLOP

*NOTHING EXTENDS THE REACH OF YOUR MESSAGE LIKE EMAIL*

Email campaigns often play a key role in today's successful marketing efforts. After all, old media and the old marketing methodologies associated with them are dying. The Internet and its attendant technologies are taking their place. And NetCentered Marketing is picking up speed—with email emerging as a far more powerful and cost-effective form of direct marketing than traditional postal mailings ever could be.

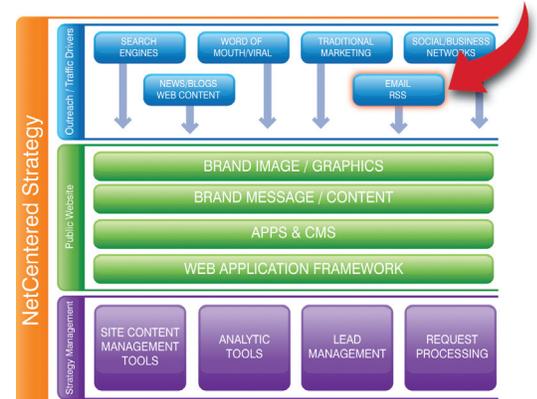
You have an unprecedented opportunity with email to reach far more of the customers, prospects, employees, and business partners you want to influence. Whether your goal is to generate new business, educate existing customers, or build a brand identity with greater cultural impact, email campaigns let you ...

- get your message out fast
- easily target it to different groups
- track responses and measure ROI more accurately
- analyze results in real time
- and develop ongoing relationships with your target audiences in ways not possible with any other medium.

No wonder email has become the most popular form of business communication today.

Cirrus ABS has the expertise to help you create powerful email campaigns—as we've helped hundreds of companies do over the course of a decade and more. We make it easy and affordable to ...

- build "permission" email lists and manage them
- create and send eye-catching enewsletters (HTML and text), announcements, and promotions
- and track email campaign results more comprehensively than ever before.





## Email marketing works because it...

- builds or reinforces your brand identity—and your credibility
- can be highly targeted to reach the customers and prospects you want
- facilitates testing, personalization, and market segmentation
- provides trackable results in real time
- extends the reach and effectiveness of your sales team
- increases viral marketing opportunities
- complements offline marketing and advertising campaigns
- can be executed quickly and with relative ease
- is much more cost-effective than conventional postal mailings
- drives sales, leads, and revenue growth with unprecedented results
- maintains top-of-mind consumer awareness
- keeps all segments of your market informed of the latest news relevant to you, your people, products, and services

## Email campaign management made easy... and more effective than ever

An effective email campaign...

- encourages “viral” activity, basically because it’s so inherently easy to forward an email to others, even to people outside one’s normal mailing list
- creates “top of mind” awareness by cost-effectively delivering a compelling message to your target audience on a regular basis
- integrates seamlessly with your website, making it easy for recipients to take the further action you want them to take
- is much more cost effective than traditional media outreach methods, such as direct mail, telemarketing, faxing—you name it
- supports your existing marketing/advertising/branding campaigns in a more personal way
- supports all government regulations, including those outlining SPAM compliance and the management of opt-in subscription and “unsubscribe” requests

Cirrus ABS will help you develop an email campaign management program that lets you...

- segment targeted recipients and send a unique, personalized message to each, based on his or her profile information—a technique proven to increase response significantly
- deliver your message instantly to your target demographic, helping you take advantage of time-sensitive opportunities
- get instant feedback on campaign effectiveness, including information on who’s received the message, who’s opened it, and who’s responded to its call to action
- readily survey email recipients and get direct feedback from them

## Our core services—to help you set up a powerful email campaign

### *Strategic Goals & Objectives*

Cirrus ABS will facilitate an email campaign strategy session to determine...

- the goals and objectives of your initiative
- your target audiences and the email lists to be used
- the messages to be conveyed as well as any graphic design concepts
- the campaign management tools to be used (e.g., Vertical Response, Constant Contact, Exact Target, etc.)
- best practices for growing your subscription list
- any other relevant details

## Additional Services

- Professional Writing Services
- Graphic Design
- Web Development
- Flash Development
- Video Production
- A/B Testing

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### ***Campaign Design***

Cirrus ABS will develop and submit for your approval an HTML email layout and design, providing...

- a flat .jpeg image of the design concept for your review and approval
- up to two design revisions

### ***Campaign HTML Build***

Cirrus ABS will convert the creative concept you've approved into an HTML email template for implementation into the email campaign management tool.

### ***Campaign Management Tool Setup***

Cirrus ABS will set up the email campaign management tool of your choice (Vertical Response, Constant Contact, Exact Target, etc.), which includes...

- the system configuration
- your account setup (by which you assume responsibility for all account fees and fees associated with sending emails through whatever email service you select)
- email list import and segmentation
- your email campaign HTML template setup

### ***Subscription Form***

Cirrus ABS will set up a subscription form on your website, which may require our gaining Web server access if we don't already have it. Site visitors can use this form to submit their names for addition to your subscription list. We can structure the form to collect subscriber information according to whatever predetermined segmentation categories or demographic data you desire. We'll customize the look and feel of the form, too, so it coordinates with your website's graphic design.

### ***Campaign Development Schedule***

Cirrus ABS will provide a detailed schedule for coordinating and releasing various campaign elements. Besides listing due dates for deliverables, this schedule also will define the role and responsibilities of each stakeholder in the project.

### ***Campaign Execution and Delivery***

Cirrus ABS will...

- facilitate a campaign message planning session that also will establish a schedule for deliverables based on a frequency you determine
- as an option, write your campaign message(s) for you—unless you prefer to handle the writing yourself
- create custom graphic elements to support your campaign message...
  - providing up to three hours of design work per email
  - using photography, logos, and other artwork you provide us
- lay out and format your campaign emails
- incorporate your campaign message into the email campaign management tool you've chosen
- deliver a test email for your review and approval
- deliver the email campaign to your desired subscription list, according to the segmentation you've authorized
- review your campaign's performance metrics and improvement recommendations with you

## Additional service options we offer

### Professional Writing Services

No matter what kind of writing you need—for an email campaign, an enewsletter, a website, or any other marketing effort in any medium—we can provide it. Our award-winning writers handle every element of the writing process, from concept and development, through research (including interviews), to the writing itself, of course. They'll make sure your message is conveyed in powerful words that captivate and motivate your intended audience.

### Graphic Design

If compelling graphics or cutting-edge design concepts are what you seek, look no farther than Cirrus ABS. We have a team of Addy Award-winning professional graphic artists on staff who know how to create the visual excitement your promotional efforts require. Their expertise extends well beyond email campaigns to virtually any marketing tool and medium you can name.

### Web Development

Our team of Web developers will help you create website content to support your email campaign strategies. Know, too, that they excel in meeting any Web development challenge, from fully utilizing basic HTML, to devising custom Web applications and creating the landing pages that support them, to handling advanced scripting and systems integration.

### Flash Development

Interactive flash—a dynamic, Web-based combination of graphics, text, animation, and video—can tell your story and drive it home like no other marketing tool. Trust our talented flash development team to create everything from interactive flash presentations to full-scale flash games and data-driven flash applications.

### Video Production

Whether you need an existing video re-edited and optimized for use in an interactive Web-based format or a new video produced—say, a product demonstration with custom 3-D graphics—the Cirrus ABS video production group will get it done creatively and to the highest professional standards.

### A/B Testing

This is an excellent way to collect valuable information on the effectiveness of your email campaign. We can test in a variety of ways, constructing multiple email subject lines, promotional copy, and layouts, for instance, or experimenting with the best email delivery time. Custom A/B testing lets you hone in on the variables that produce the best results. And we'll ensure that the testing's done right.

***You need business solutions. We've got 'em.  
And we'll stick with you to help you continue using our NetCentered approach  
to your best competitive advantage.  
Call us: 260.420.2222.***

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## About Us

Cirrus ABS specializes in NetCentered business strategies—the kind of strategies that help companies leverage the Internet and Internet-based technologies to best achieve their business goals. We've been doing this since 1995, too, not long after the public debut of the Web. From our base in Fort Wayne, Indiana, we've worked with hundreds of diverse enterprises across the country. They range from Fortune 500 companies, such as Toyota and Intel, to numerous small- and medium-sized businesses, both local and regional. All have benefited from our expertise. Today we also have offices in Indianapolis, Atlanta, and Los Angeles, enabling us to extend our NetCentered business solutions to a broader clientele. Our services include, among other things, website creation, Web application and software development, search-engine optimization, marketing, new-business development, and business process innovation.

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