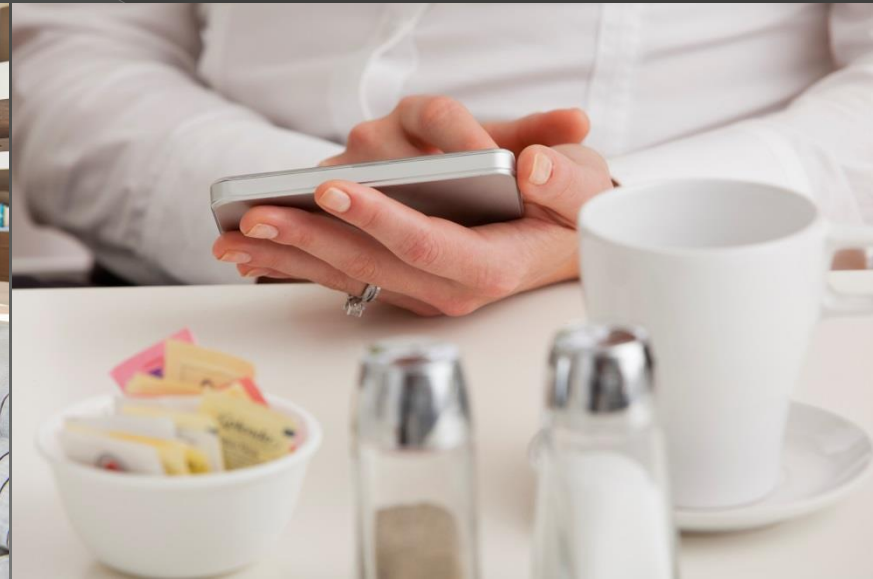


YOU'VE GOT REVENUE!

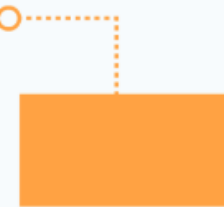
Making Money with Email
Marketing



Billions of Emails Sent Daily



In 2017 alone,
269 billion
emails were sent and
received each day
(Statista, 2018)



This figure is expected to
increase to over

333 billion
daily emails in 2022
(Statista, 2018)



Email Continues to Deliver a Strong Return on Investment



For every \$1 you spend
on email marketing,
you can expect an
average return of

\$32

(DMA, 2018)



Email Marketing Helps to Grow Your Business



81%

of SMBs still rely on email as their primary customer acquisition channel, and **80% for retention**

(Emarsys, 2018)

Personalization Works Wonders For Email

Emails with
**personalized subject
lines** generate

50%

higher open rates

(Yes Lifecycle
Marketing, 2017)



Interactive Emails Are the Way Forward



Adding videos to your
email can increase
click rates by

300%

(Martech Advisor's 2017 data)

Who?



Two Options

1st party Data

- Emails collected from our audience
- Must opt in to receive
- Limited targeting capabilities



3rd party Data

- Emails are collected from across the web
- Access to more geo, demo and behavioral information
- Double verified

1st party data

Benefits and how we use it!

- It's our data= NO COST
- Self-promotion PLUS revenue= WIN WIN
 - Sunday Open Houses
 - Daily Obits
 - Birthday Club
 - Coupons
 - Contests/Promotions
- Extension of our audience-
 - Added digital tool allowing our customers to reach their customers

CLICK HERE for more Real Estate listings.

CLICK HERE

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The Best Sign For You**

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403 N Leonard Road \$335,000

4 bedroom, 3.5 bath boasting custom cabinetry, large open great room with fireplace, formal dining, office, main floor master, amazing finished lower level.

LORI GENERAUX
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3 bdrm, 2 bath. Formal dining and living rooms have beamed ceilings, beautiful natural woodwork. Large kitchen, stackable washer/dryer. \$80's. (2184147)

Mark Tietjens
816-351-0023
816-233-5200



2714 Coop Drive

New Subdivision-Button Hill (off Gene Field) New construction large ranches. 3 bdrm, 3 car garages and main floor laundry. Walk out basements. \$280's.

Kaleigh Hill
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3108 Monterey

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Tracy Tietjens
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Beavers, Kathryn I. 1923-2019

Kathryn Irene Beavers, age 95, St. Joseph, died Wednesday, March 6, 2019, at Mosaic Life Care, St. Joseph, with her family at her side. [Read more](#)

Birkinsha, James R.

James R. Birkinsha [Read more](#)



Draper, Bille S. 1953-2019

SAVANNAH, Mo. Bille Suzanne Draper of Savannah, passed away on March 5, 2019, at her home Savannah, Missouri. [Read more](#)

Englert, David R.

David R. Englert [Read more](#)

Engnell, Robert L. 1937-2019

Maysville, Mo. Robert Larry Engnell, age 82, was born March 4, 1937, in Boone, Iowa, the son of Clarence and Helen (Johnson) Engnell, passe... [Read more](#)



Gage, Julia 1939-2019

WICHITA, Kan. Julia Gage, 79, of Humboldt, Kansas, passed away in Wichita, Kansas, on March 4, 2019. [Read more](#)



Harrah, Harold 1919-2019



Kristen we hear it's your birthday! To celebrate we want you to treat yourself to a good time and some delicious food!



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FRI 11 am - 10 pm
SAT 4pm - 10 pm
SUN - MON Closed

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3rd party data Benefits and how we use it!

- Customers can target their exact customers
- Customizable creative, unlimited options
- Data base of 140 million email addresses:
 - Tied to a US Postal records
 - Double opt in verified
 - “Scrubbed” daily to ensure quality lists
- Custom eblast campaign add another level to campaigns

(We use it- Recruitment emails sent every week!)



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stjoejobs
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St. Joseph News-Press

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"We used many forms of advertising at our last event such as, print in multiple markets, passed out flyers at other flea markets, and spread the word to customers on site. We surveyed the participants and 90% of the attendees heard about it from the email they received."

-Teresa Burke

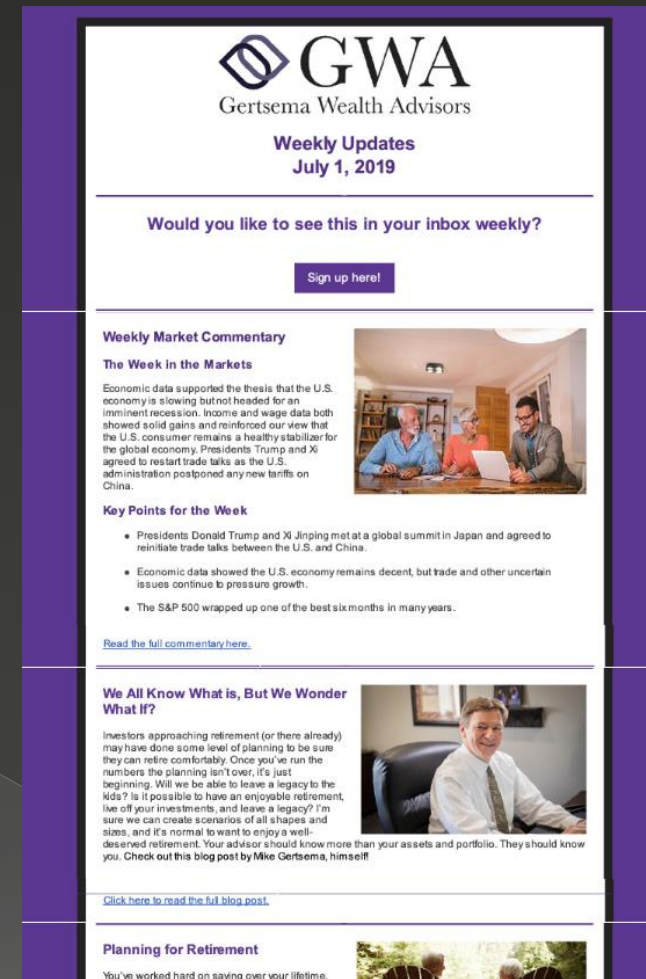


“We saw a huge increase
in website traffic!

We had fun watching our
Google Analytics page
that day!

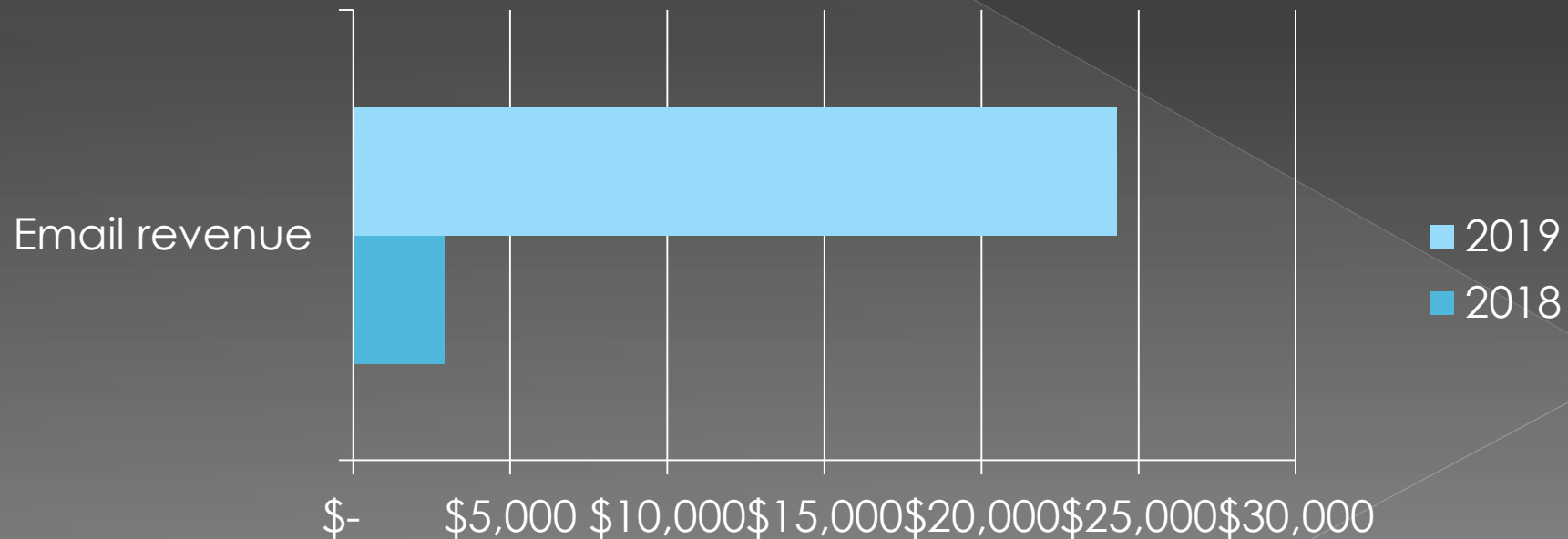
We talked this
morning about doing
another, so we’re going
to start brainstorming!”

- Taylor Riggs



2018 email marketing revenues: \$3,000

2019 email
marketing revenue:
\$24,297 !!!



Thank you!

Kristen Frey
Director of Audience and Digital Revenue
News-Press Media Group
kristen.frey@newspressnow.com
816-271-8526