



Email Marketing: Are  
you leaving money on  
the table?

# Discussion Points:

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- Get To Know Site Impact
- Why Email Marketing?
- Private Label Email Marketing
- Proprietary Data & Technology Platforms
- Growth Training & Incentive Programs
- Case Studies & Testimonials
- Q & A

# GET TO KNOW SITE IMPACT

# Get To Know Site Impact

Site Impact is a **data** and **technology** company, specializing in Private Label Email Marketing strategies. We are a rapidly growing, diverse and dedicated group of nearly 85 community involved professionals with offices located in Coconut Creek and Orlando, Florida and Kansas City, Kansas.

Since 2010, our goal is to provide **one simple Email Marketing solution** for advertisers & clients to acquire new customers and retain them.





## What We Do

Site Impact offers a variety of digital marketing products and services. We help you achieve marketing success through our strategic partnerships, in-house technology and platforms and unmatched level of customer service. There is no talent/technology methods quite like ours in this industry.

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### SERVICES

- Strategy
- Email Marketing
- Digital Marketing Enhancements
- Bot Detection
- Sales Training
- API Integration
- Private Labeling

### PRODUCTS

- Email Data and Deployments
- Direct Mailing Lists
- Display Banner Retargeting
- Creative Services
- Matchback Reporting
- In-house Technology

# What Industries We Serve

Email Marketing is beneficial to a multitude of industries and niches.

- Automotive
- News / Media
- Real Estate / Home Builders
- Travel
- Hospitality
- Tourism
- Casinos
- Cruise Lines
- Restaurants
- QSRs, FCRs
- Retail
- Education
- Banking / Credit Unions
- Healthcare
- Home Improvement
- Arts / Entertainment
- Holiday marketing
- Grocery / Supermarkets
- Health / Fitness Clubs
- Health and Beauty
- Technology
- CPGs



# WHY EMAIL MARKETING?

# For Clients:

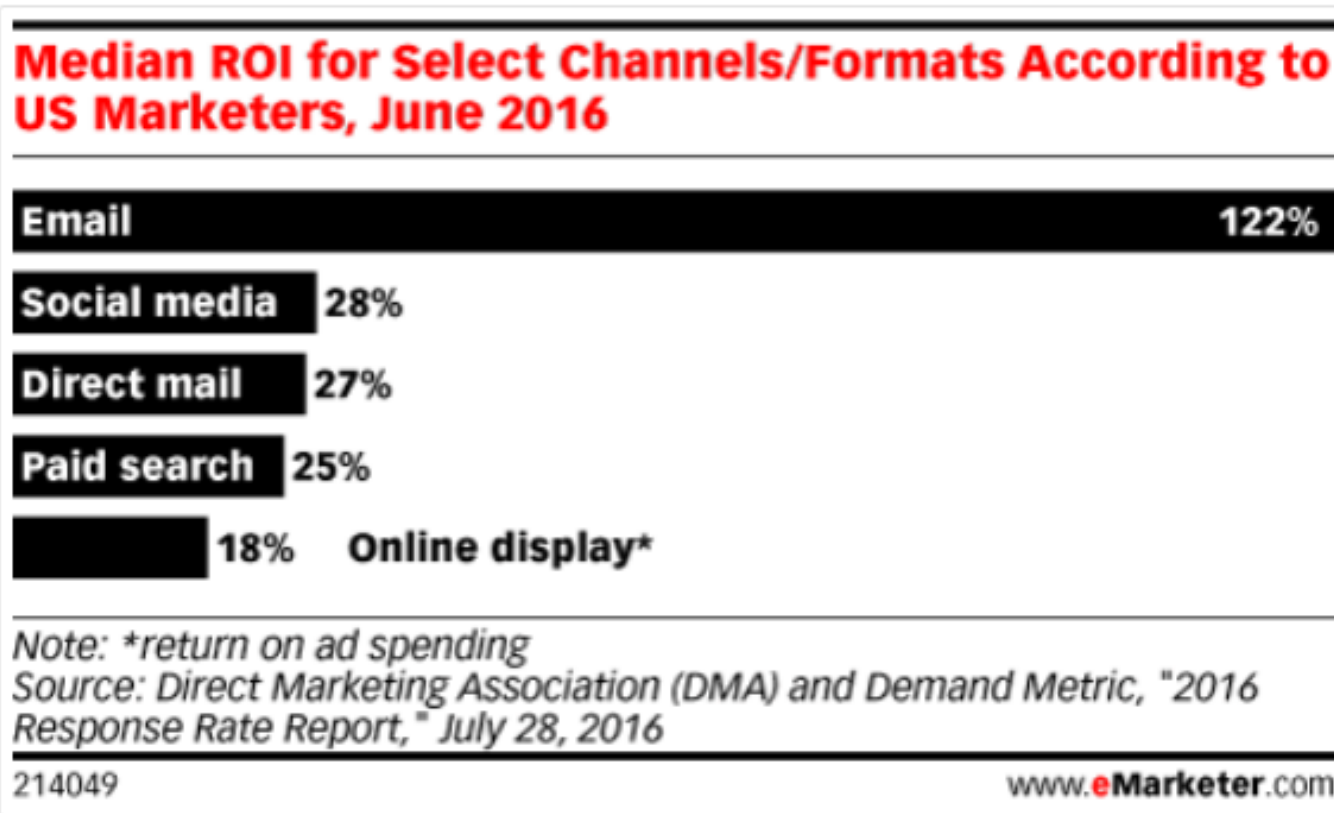
## The Challenge:

- Struggling to keep up with new technologies
  - No longer just Print Newspaper, TV/Radio and Yellow Pages
  - Now Digital, Social Media, Mobile Marketing, OTT etc.
- Demanding more knowledgeable and skilled sales reps
  - Looking for sales reps that they can trust that will bring them innovative solutions to make their lives easier

## The Solution:

- Email Marketing is:
  - Cost Efficient
  - Targeted
  - Measurable/Trackable
  - Interactive & Versatile
  - The Most “Businessy” Medium
  - Made Up of a High Volume of Users

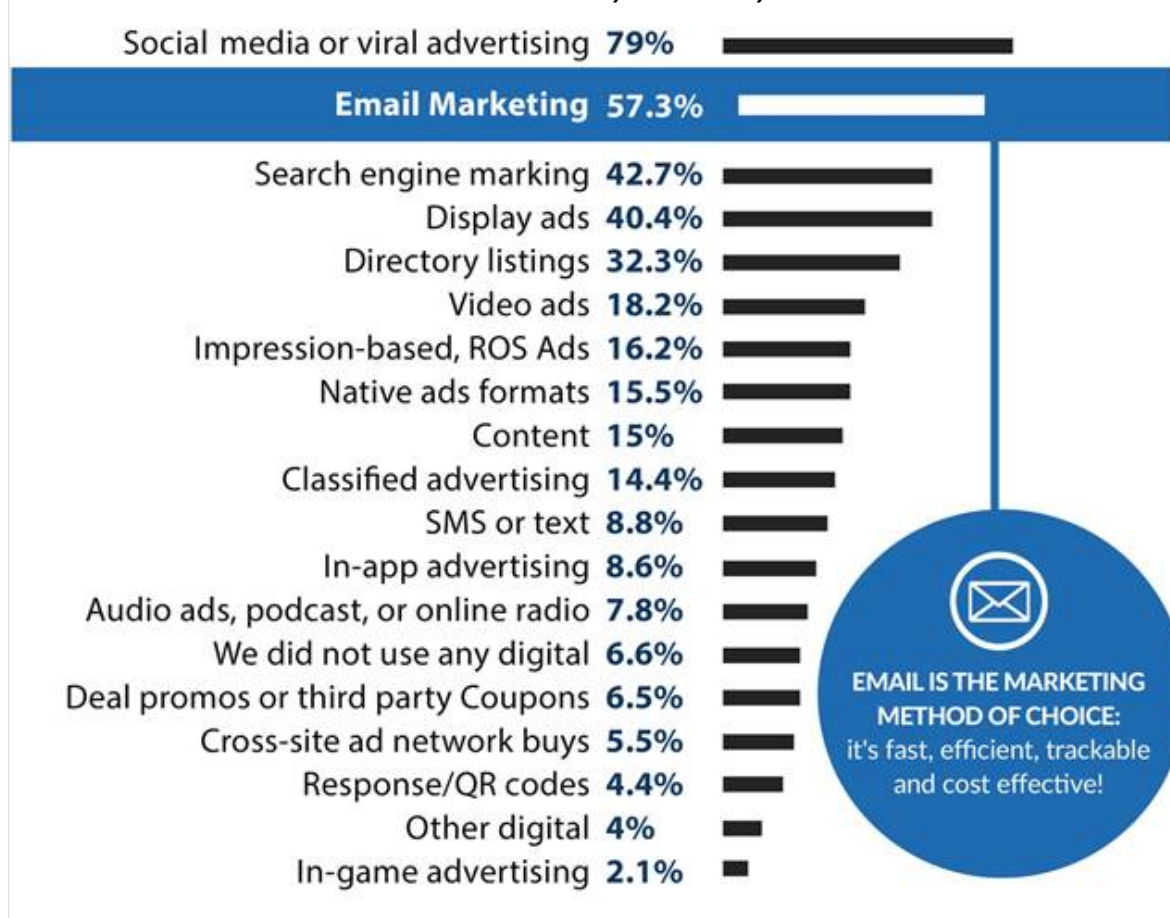
## Why Use Email Marketing



FIND . GET . KEEP CUSTOMERS

# DIGITAL AD TYPES USED BY LOCAL ADVERTISERS

2018 Borrell Survey Summary



Local Email  
Marketing  
Ad Spend in  
2018 was  
\$64B

# PRIVATE LABEL EMAIL MARKETING



# Private Label Email Marketing

Our unique formula of house-built technology and Private Label Email Marketing is ideal for publishers & newspaper groups

Create a customizable, targeted and trackable solution to increase advertiser's revenue and enhance a publisher's capabilities.

**INLAND**  
PRESS ASSOCIATION

**LocalMedia**  
association

SOUTHERN NEWSPAPER  
PUBLISHERS ASSOCIATION  
**SNPA**

**CRMA**

**VPA** Virginia Press  
Association

**BORRELL**  
Tomorrow's Media Understood Today

**PMA**  
PARENTING MEDIA ASSOCIATION



**TPA** TEXAS PRESS  
ASSOCIATION

**NewsMedia**  
ASSOCIATION

**Florida Press Association**  
Promoting and Encouraging Higher Standards of Journalism

## Site Impact is aligned with various National & Regional Media Associations:

- *Borrell Associates, Inc.*
- *City & Regional Magazine Association*
- *Florida Press Association*
- *Inland Press Association*
- *Local Media Association*
- *Parent Media Association*
- *Pennsylvania NewsMedia Association*
- *Southern Newspaper & Publishing Association*
- *Texas Press Association*
- *Virginia Press Association*
- *National Newspaper Association*



## Who are Our Clients

Site Impact's Private Label Email Marketing has been powering major media & publishing companies for more than 10 years.

 H E A R S T The  
Washington  
Times

GateHouse Media™

 Star Tribune  
NEWSPAPER OF THE TWIN CITIES

SCRIPPS



MEDIA GROUP



LEE ENTERPRISES

 S B G

SINCLAIR BROADCAST GROUP

 GANNETT

It's all within reach.

# Features & Benefits of Private Label Email Marketing

***It's All Right Here***

DRIVE THE RIGHT AUDIENCE TO YOUR  
BRAND, WEBSITE, PROMOTION OR EVENT!



- Dedicated Account Managers provide robust & ongoing training for your sales teams
- An entire digital Production Department at your fingertips working around the clock to ensure campaign's deliverability
- Access to one of the largest and most 'hygienic' databases in the industry
- Easy to use in-house technology with custom API's & integrations
- Same day campaign turnaround times
- Real-Time results & reporting

# PROPRIETARY DATA & TECHNOLOGY

## The Largest Database

Our database is the most comprehensive in the marketplace today.

It contains **145 million** opt-in and double-opt-in email records and more than **750** different filters and selects.

All our emails have matching postal records.



**FIND . GET . KEEP CUSTOMERS**

# Data: Selects & Filters

## GEOGRAPHY

- State
- DMA
- CBSA
- County
- SCF
- City
- Zip Code

## CHILDREN

- Presence of Children
- Gender
- Age Ranges
- Number of Children

## MARTIAL STATUS

- Married
- Single

## AGE

- Age Ranges in  
Household - Adults
- 18-24
  - 25-34
  - 35-44
  - 45-54
  - 55-64
  - 65+

## OCCUPATION

- Business Owner
- Blue Collar/Skilled Tradesman
- Executive/Upper Management
- Health Services
- Homemaker
- In-Home Business
- Middle Management
- Military
- Professional or Technical
- Nurse
- Retired
- Sales/Marketing
- Secretary/Clerical/Administrative
- Student
- Teacher

## RELIGION

- Buddhist
- Catholic
- Eastern Orthodox
- Greek Orthodox
- Hindu
- Islamic
- Jewish
- Lutheran
- Mormon
- Protestant

## HIGH TECH

- Cell Phone User
- Computer Owner
- Electronics
- E-Reader
- Bill Payments Online
- Blogging
- Gaming
- Music Online
- Online Purchases
- Social Media
- Travel Planning Online
- TV & Movies Online

## HOME

- Homeowner
- Home Value
- Dwelling Type
- Year Built
- Mortgage Amount
- Mortgage Loan Type
- Home Structure
- Length of Residence
- Number in HH
- Renters

## HOUSEHOLD INCOME

- Under \$20,000
- \$20,000 - \$29,999
- \$30,000 - \$39,999
- \$40,000 - \$49,999
- \$50,000 - \$59,999
- \$60,000 - \$69,999
- \$70,000 - \$79,999
- \$80,000 - \$89,999
- \$90,000 - \$99,999
- \$100,000 - \$124,999
- \$125,000 - \$149,999
- \$150,000 - \$174,999
- \$175,000 - \$199,999
- \$200,000 - \$249,999
- \$250,000 - \$299,999
- \$300,000 - \$399,999
- \$400,000 - \$499,999
- \$500,000 Plus

## HOUSEHOLD

- Country Club Member
- Has Health Insurance
- Has Life Insurance
- Green Living
- Pay Per View Movie User
- Pay Per View Sports User
- Family Restaurant Visitor
- Veteran
- Grandparents

## EDUCATION

- College Degree
- Continuing Education Interest

## NET WORTH

- \$1,800,000+
- \$1,200,000-1,799,999
- \$900,000-1,199,999
- \$800,000-899,999
- \$700,000-799,999
- \$500,000-699,999
- \$400,000-499,999
- \$300,000-399,999
- \$200,000-299,999
- \$180,000-199,999
- \$160,000-179,999
- \$140,000-159,999
- \$120,000-139,999
- \$100,000-119,999
- \$80,000-99,999
- \$60,000-79,999
- \$30,000-59,999
- \$20,000-29,999
- \$10,000-19,999
- \$2,000-9,999

## HOME EQUITY ESTIMATE

- \$0 - \$9,999
- \$10,000 - \$19,999
- \$20,000 - \$29,999
- \$30,000 - \$39,999
- \$40,000 - \$49,999
- \$50,000 - \$59,999
- \$60,000 - \$69,999
- \$70,000 - \$79,999
- \$80,000 - \$89,999
- \$90,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 - \$199,999
- \$200,000 - \$399,999
- \$300,000 - \$499,999
- + \$500,000 +

## AUTO

- Auto Owner
- Auto Make
- Auto Year
- Auto Model
- Auto Type/Body
- Number of Doors
- Engine/Transmission
- MSRP
- Auto Intender

## SHOPPING ACTIVITIES

- Bargain Seeker
- Coupon Clippers
- Frozen Dinner Buyers
- Wholesale Club Member
- Fast Food
- Shopaholic
- High End Electronics Buyer
- High Ticket Items
- Luxury Car Buyer

## CARD

- Credit Card User
- Travel and Entertainment
- Bank Card Holder
- Premium Bank Card Holder
- Retail Card Holder
- Gas Card Holder
- Specialty Retail Card Holder
- Upscale Retail Card Holder
- Finance Card Holder

## DONOR

- Health Donor
- Political Donor
- Religious Donor
- Environment Donor
- Wildlife Donor
- Charitable Donor
- Non-Religious Donor
- PBS/NPR Donor

## AILMENTS

- Allergies
- Alzheimer's
- Angina/Heart Problems
- Asthma
- Arthritis/Rheumatism
- Bladder Control Difficulties
- Diabetes
- Emphysema
- Frequent Headaches
- Hearing Difficulties
- High Blood Pressure
- High Cholesterol
- Migraines
- Osteoporosis
- Physical Handicap

## POLITICAL PARTY

- Democratic
- Republican
- Independent
- Party Unknown
- Liberal
- Conservative
- Libertarian
- Green
- Reform

## INTERESTS

## ARTS & CRAFTS

- Crocheting
- Knitting
- Needle Point
- Quilting
- Sewing

## ENTERTAINMENT

- Movies
- Music
- Theater/Performing Arts
- Theme Parks

## AVIATION

## BEAUTY & COSMETICS

## BOAT OWNER

## COLLECTIBLES

- Coins & Stamps

## CURRENT EVENTS

## FASHION & APPAREL

- Accessories
- Kids
- Men
- Women

## DIETING / WEIGHT LOSS

## EQUESTRIAN

## ETHNIC PRODUCTS

- African American Products
- Asian Products
- Hispanic Products

## GAMING

- Casino
- Lottery
- Video Games

## GARDENING

## GOLF

## HEALTH & FITNESS

- Fitness
- Health/Wellness
- Pilates & Yoga

## HISTORY

## HOBBIES

## MOTOR VEHICLES

- Cars
- Motorcycles
- Trucks



# Data: Selects & Filters

## DATA HYGIENE TECHNOLOGY

identifies issues within your email marketing lists including:

- Complainers
- ClickBots
- Disposable Emails
- Dormant Accounts
- Monitoring Seeds

## HOME FURNISHINGS/DECORATING

## HOME IMPROVEMENT

## INVESTMENTS

- Annuities
- Securities
- Stocks/Bonds
- Real Estate Investor

## NATURE AND OUTDOORS

- Adventure Seekers
- Boating & Sailing
- Bird Watching
- Camping & Hiking

## HUNTING AND FISHING

- Hunting
- Fishing
- Freshwater Fishing
- Saltwater Fishing

## PERSONALIZED PRODUCTS

## PHOTOGRAPHY

## HUNTING AND FISHING

- Hunting
- Fishing
- Freshwater Fishing
- Saltwater Fishing

## PETS

- Cats
- Dogs

## PERSONALIZED PRODUCTS

## PHOTOGRAPHY

## READING

- E-Reader
- Non-Fiction
- Science Fiction
- Magazine

## SCIENCE/PHYSICS

## SMOKING/TOBACCO

## SPORTS

- Auto Racing
- Basketball
- Professional Football
- College Football
- Golf
- Hockey
- Skiing
- Soccer
- Tennis
- Wrestling
- Sporty Living

## TECHNOLOGY

## TRAVEL

- Cruise Vacations
- Domestic
- Family Vacations
- Frequently Flyer
- International
- Timeshare

## LANGUAGE

- Albanian
- Amharic
- Arabic
- Armenian
- Bulgarian
- Burmese
- Chinese
- Czech
- Danish

- Dutch
- English
- Farsi (Persian)
- Finnish
- French
- Ga
- Georgian
- German
- Greek
- Hebrew
- Hindi
- Hungarian
- Icelandic
- Indonesian
- Italian
- Japanese
- Kazakh
- Khmer
- Korean
- Kurdish
- Kirghiz
- Laotian (Lao)
- Latvian (Lettish)
- Lithuanian
- Macedonian
- Malagasy
- Malay
- Moldavian
- Mongolian
- Nepali
- Norwegian
- Polish
- Portuguese
- Romanian
- Russian
- Serbo-Croatian
- Slovak
- Slovenian

- Spanish
- Somali
- Swahili
- Swedish
- Tagalog
- Thai
- Tswana
- Turkish
- Twi (Ashanti)
- Urdu
- Vietnamese

## ETHNICITY

- Afghan
- African (other)
- Albanian
- Algerian
- Angolan
- Armenian
- Arab
- Ashanti (Asante)
- Australian
- Austrian
- Azerb (Azerbaijani)
- Bangladesh
- Bahraini
- Basque
- Belgian
- Beninese
- Bhutanese
- Bosnian
- Botswana
- Bulgarian
- Burkina Faso
- Burundian
- Byelorussian
- Cameroonian
- Chad
- Chechnian
- Chinese
- Comoros
- Congo
- Croatian
- Czech
- Danish
- Djiboutian
- Dutch
- Egyptian
- English
- Equatorial Guinea
- Estonian
- Ethiopian
- Filipino
- Finnish
- French
- Gabonese
- Gambian
- Georgian
- German
- Ghanaian
- Guinean
- Greek
- Guinea-Bissau
- Guyana
- Hawaiian
- Hispanic
- Hungarian
- Icelandic
- Indonesian
- Indian
- Iraqi
- Irish
- Italian
- Ivory Coast
- Japanese
- Jewish
- Kazakh
- Kenyan
- Kirghiz
- Korean

- Kurdish
- Kuwaiti
- Laotian
- Latvian
- Liberian
- Lesotho
- Libyan
- Lithuanian
- Luxembourgian
- Macedonian
- Madagascar
- Malawian
- Malay
- Maldivian
- Malian
- Maltese
- Manx
- Mauritanian
- Moldavian
- Mongolian
- Moroccan
- Mozambique
- Myanmar
- Namibian
- Native American
- Pakistani
- Papua New Guinean
- Polish
- Portuguese
- Polish
- Portuguese
- Qatari
- Romanian
- Ruandan
- Russian
- Saudi
- Scottish
- Senegalese
- Serbian
- Seychelles

- Sierra Leone
- Slovakian
- Slovenian
- Somali
- South African
- Sri Lankan
- Sudanese
- Swedish
- Swiss
- Surinamese
- Swaziland
- Syrian
- Tajik
- Tanzanian
- Thai
- Tibetan
- Togo
- Tongan
- Tunisian
- Turkish
- Turkmenistan
- Ugandan
- Ukrainian
- Uzbekistani

## ETHNIC GROUP

- South Asian
- African American
- Central & Southwest Asian
- Eastern European
- Far Eastern
- Hispanic
- Middle Eastern
- Jewish
- Mediterranean
- Native American
- Pacific Islander
- Scandinavian
- Western European

## BUSINESS SELECTS

- Industry Type
- Job Title
- Number of Employees
- Sales Volume
- SIC Code
- Years in Business

## COMPANY TYPES

- Small Business
- Female Owned
- Franchise
- Hispanic Owned
- Minority Owned
- New Businesses

## BUSINESS OCCUPATIONS

- Accounting Professionals
- Business Owners
- C-Level Executives
- Human Resource Executives
- IT Professionals
- Lawyers
- Medical Professionals
- Real Estate Agents
- Sales & Marketing

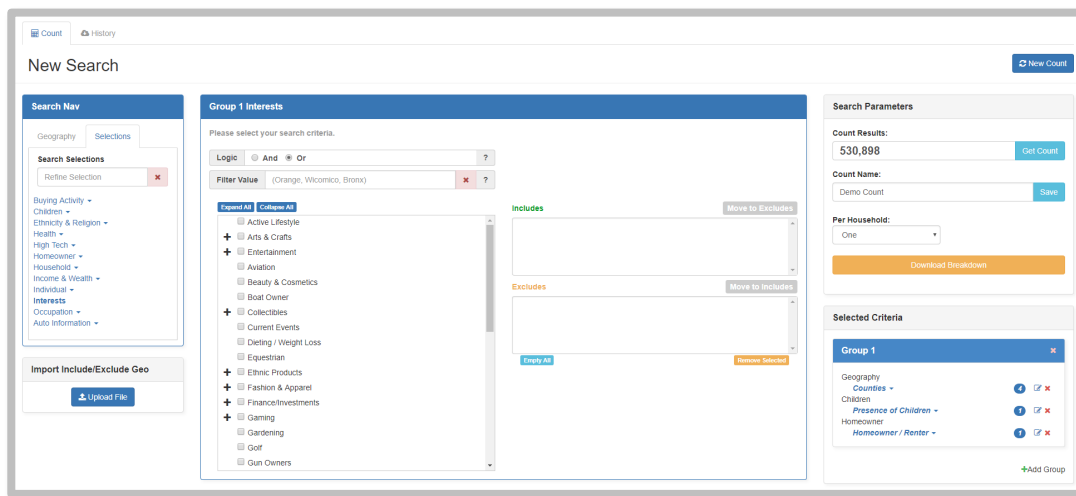
## ALREADY HAVE YOUR OWN CLIENT DATABASE LIST OR CRM?

Site Impact suppression services "suppress" unwanted prospects and current clients to ensure that you're only purchasing new records.

## SUPPRESSED RECORDS ALSO INCLUDE: 17

Records from the Do-Not-Call List, Do-Not-Mail List, deceased list, as well as inmates, opted-out emails and bounced records.

# Technology: Counts System



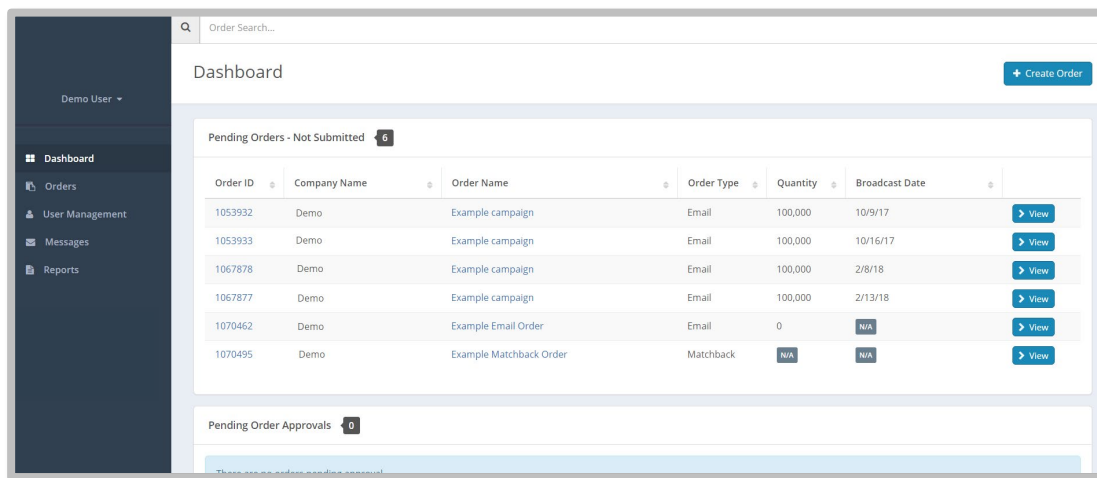
The screenshot displays the 'New Search' interface of the Site Impact Counts System. It features a 'Search Nav' sidebar with categories like Geography, Selections, and Import Include/Exclude Geo. The main area is titled 'Group 1 Interests' and includes a 'Please select your search criteria' section with 'Logic' (And/Or) and 'Filter Value' (e.g., (Orange, Wilcomico, Bronx)). Below this are 'Includes' and 'Excludes' lists with 'Move to Includes' and 'Move to Excludes' buttons. The 'Search Parameters' section on the right shows 'Count Results: 530,898', 'Count Name: Demo Count', and 'Per Household: One'. A 'Download Breakdown' button is also present. The 'Selected Criteria' section lists 'Group 1' with criteria like Geography, Counties, Children, Presence of Children, Homeowner, and Homeowner / Renter.

Gain access to our easy to use database comprised of 140+ million opt-in records with 750+ lifestyle and interest selects.

Create your target audience with segments including: age, gender, geo, household income, levels of interest and much more! See your desired count populate in real-time which can be archived and saved for future use.

- Edit your search criteria on the fly
- Easy to navigate
- Access instant counts and save time

# Technology: Order Management System



The screenshot displays the 'Dashboard' of the Order Management System. It features a sidebar with navigation links: Dashboard, Orders, User Management, Messages, and Reports. The main content area is titled 'Dashboard' and includes a search bar, a '+ Create Order' button, and two sections: 'Pending Orders - Not Submitted' and 'Pending Order Approvals'. The 'Pending Orders' section contains a table with columns for Order ID, Company Name, Order Name, Order Type, Quantity, Broadcast Date, and a 'View' button for each row.

Order ID	Company Name	Order Name	Order Type	Quantity	Broadcast Date	
1053932	Demo	Example campaign	Email	100,000	10/9/17	<a href="#">View</a>
1053933	Demo	Example campaign	Email	100,000	10/16/17	<a href="#">View</a>
1067878	Demo	Example campaign	Email	100,000	2/8/18	<a href="#">View</a>
1067877	Demo	Example campaign	Email	100,000	2/13/18	<a href="#">View</a>
1070462	Demo	Example Email Order	Email	0	N/A	<a href="#">View</a>
1070495	Demo	Example Matchback Order	Matchback	N/A	N/A	<a href="#">View</a>

Below the table, there is a section for 'Pending Order Approvals' with a count of 0 and a link to 'These are orders pending approval'.

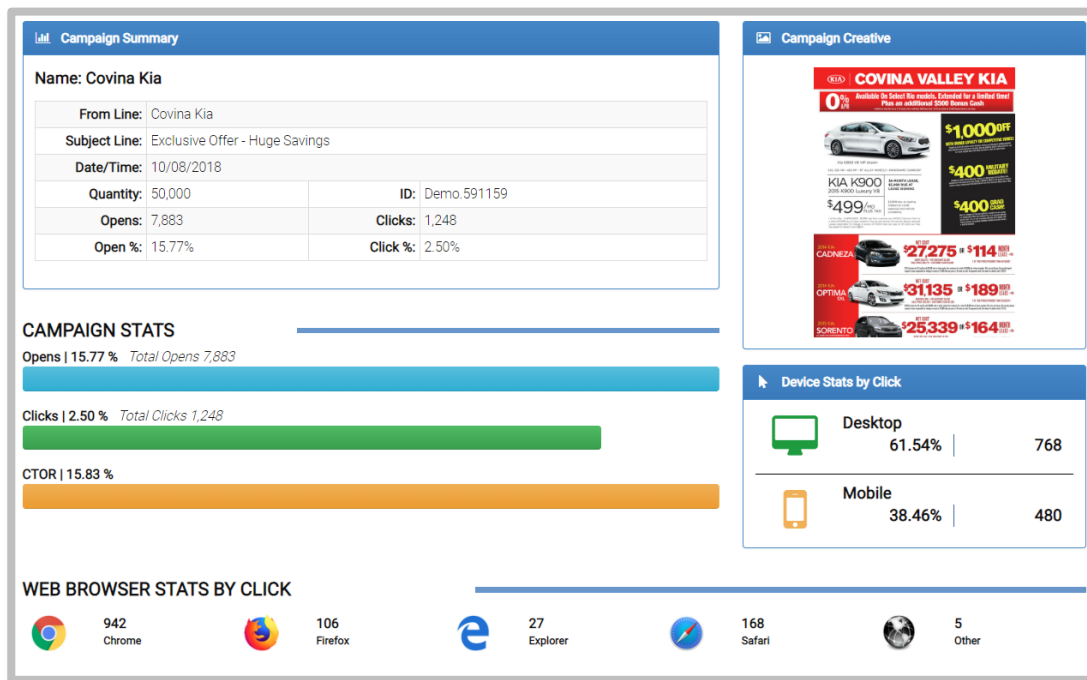
Easily & efficiently upload, review, and approve your campaigns in our Order Management System.

Here your orders can be created, processed and approved – all in the **SAME DAY!**

- Place campaign orders at your leisure
- Easy to use
- Review current and past campaigns for research & analysis purposes
- Same day turnaround times



# Technology: Real-Time Tracking Platform



This platform provides immediate access to open and click-through rates, as well as informative reporting including:

- Full access to campaign reports from any device
- Clicks by device and browser
- A visual heat map to view your strongest and weakest performing links within your email creative
- Up to the minute tracking
- Transparency for your clients
- Draw conclusions and optimize campaigns based on performance
- Easily export performance reports

# CASE STUDY

# Case Study



Independent Newsmedia is a group of 24 community papers and were collecting their own email addresses but needed to increase their NEW email reach.

## Case Study | Independent Newsmedia

### Advertiser - Italian Food Market



## Case Study | Independent Newsmedia

### IDEAL AUDIENCE REQUESTED FOR ADVERTISER

#### Selects picked:

- Specific (geo) ZIP and a 15-mile radius selected
- Selected ***“Specialty Foods and Cooking”*** with these sub-selects chosen:
  - *Cooking*
    - *Cooking (Generally)*
    - *Healthy Cooking*
  - *Food and Wine Enthusiasts*
    - *Food Enthusiasts & Foodies*
    - *Wine Enthusiasts*

## New Search

## COUNTS SYSTEM

### Search Nav

Geography

Selections

**Search Selections**

Refine Selections ✕

- Buying Activity ▾
- Children ▾
- Ethnicity & Religion ▾
- Health ▾
- High Tech ▾
- Homeowner ▾
- Household ▾
- Income & Wealth ▾
- Individual ▾
- Interests**
- Occupation ▾
- Auto Information ▾

**Import**

**Include/Exclude Geo**

Upload File

### Group 1 Interests

Please select your search criteria.

Logic And Or ?

Filter Value (32801, 90201 or 32600 - 3) ✕ ?

Expand All Collapse All

- ☐ Reading
  - ☐ Science/Physics
  - ☐ Smoking/Tobacco
  - ☒ Specialty Foods and Cooking
    - ☐ Alcohol Drinkers
    - ☒ Cooking
      - ☒ Cooking (Generally)
      - ☒ Healthy Cooking
    - ☐ Dining Out Interest
    - ☐ Fine Dining
  - ☒ Food and Wine Enthusiasts
    - ☒ Food Enthusiasts & Foodies
    - ☒ Wine Enthusiasts
- ☒ Sports
  - ☐ Sporty Living
  - ☐ Technology Interest / "Techies"
- ☒ Travel

**Includes** Move to Excludes

- Specialty Foods and Cooking -- Cooking
- Specialty Foods and Cooking -- Cooking -- Cooking (C
- Specialty Foods and Cooking -- Cooking -- Healthy C
- Specialty Foods and Cooking -- Food and Wine Enthu
- Specialty Foods and Cooking -- Food and Wine Enthu
- Specialty Foods and Cooking -- Food and Wine Enthu

**Excludes** Move to Includes

Empty All Remove Selected

### Search Parameters

New Count

Count Results: 51,401 Get Count

Count Name: Demo20180831t135554 Save

Download Breakdown

### Selected Criteria

**Group 1** ✕

Geography

ZIP Code 1 ✕

( 20852 ) — Rockville, MD - 25 Miles

Interests 6 ✕

- Interests** ▾
- Cooking
- Cooking (Generally)
- Healthy Cooking
- Food and Wine Enthusiasts
- Food Enthusiasts & Foodies
- Wine Enthusiasts

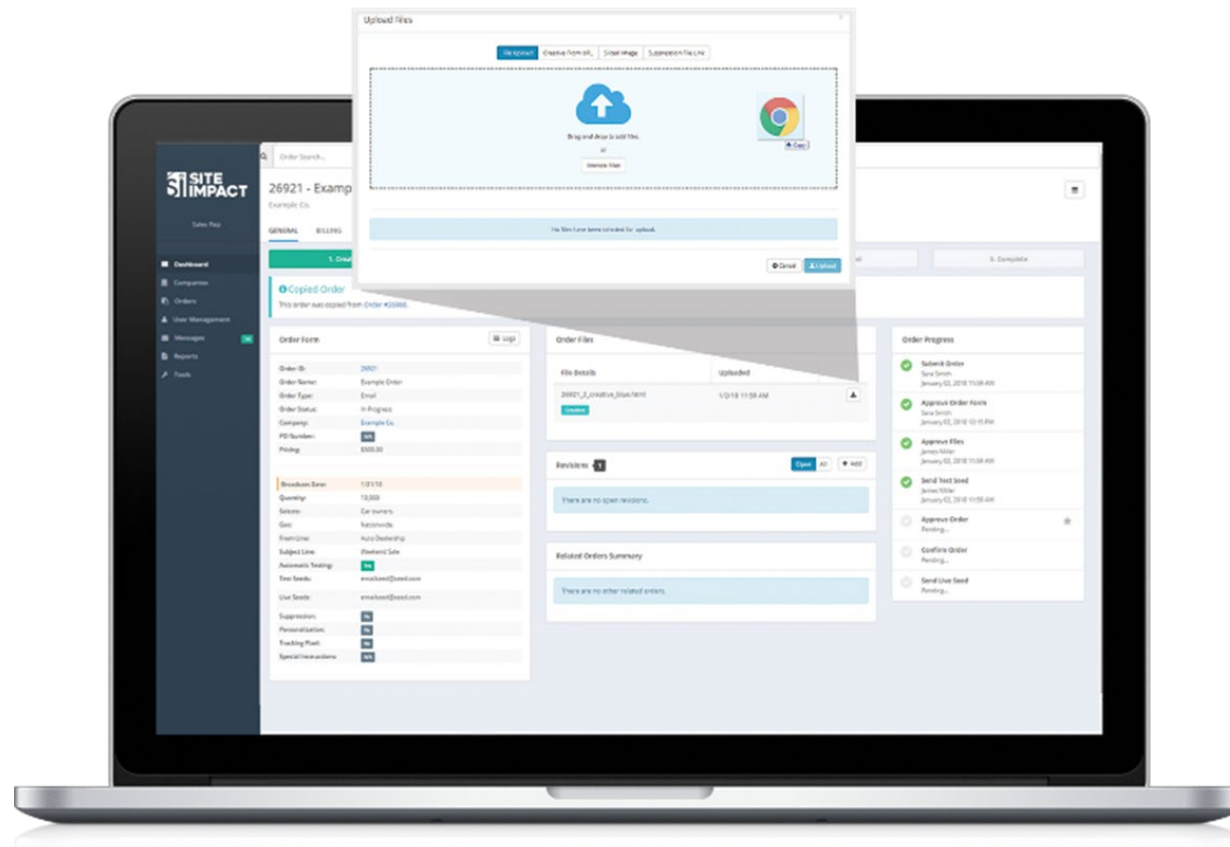


# Case Study | Independent Newsmedia

CAMPAIGN CREATIVE:



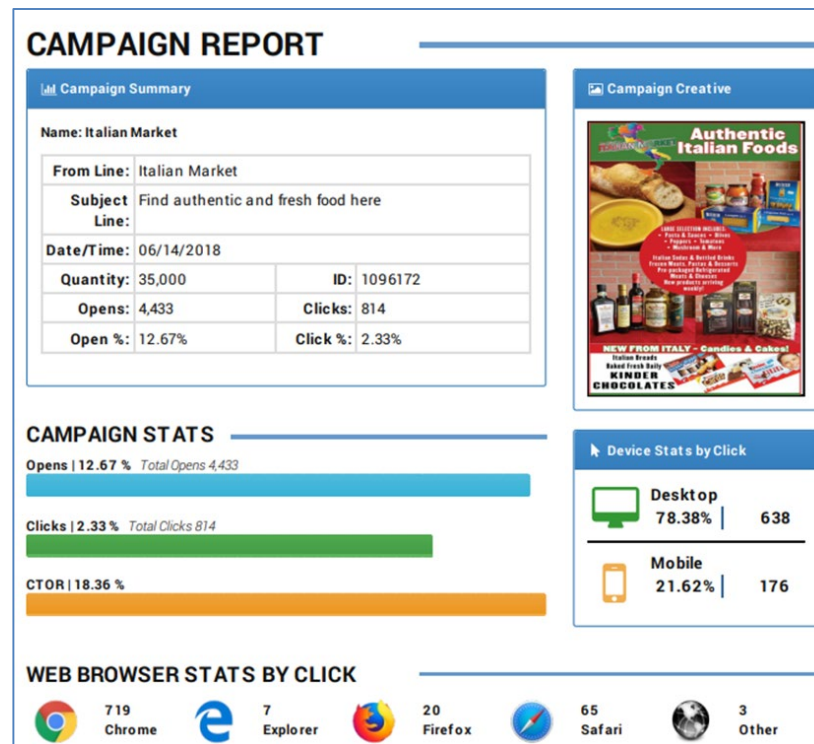
## ORDER MANAGEMENT SYSTEM





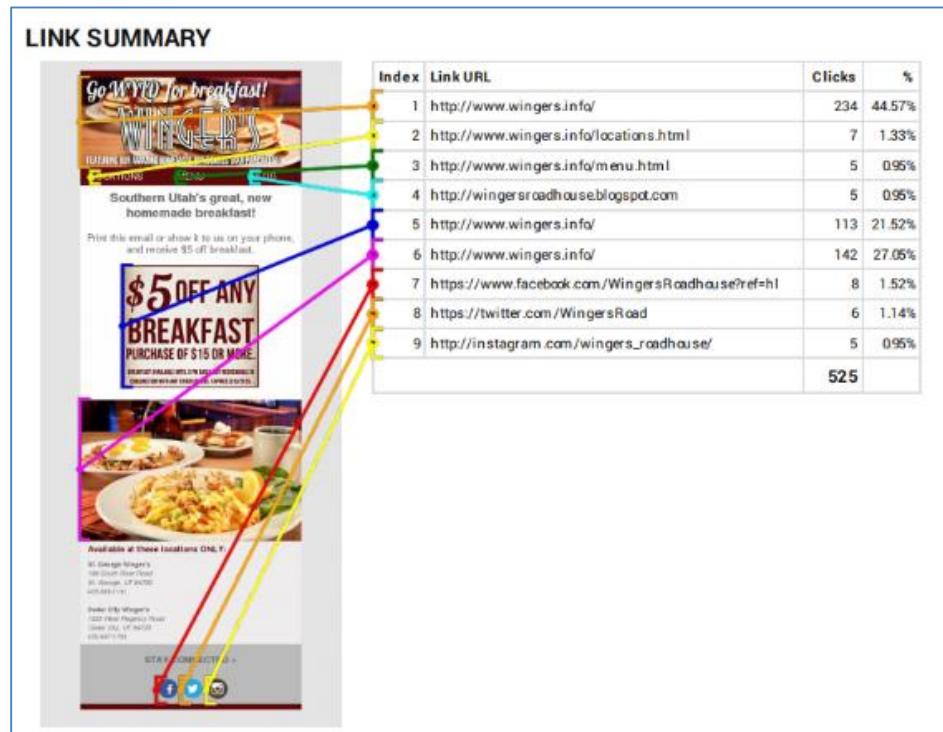
# White Labeled Tracking Reports

CAMPAIGN REPORTING EXAMPLE:



# White Labeled Tracking Reports

CAMPAIGN REPORTING EXAMPLE:



## Case Study | Independent Newsmedia

**RESULTS:** Tracked for them in our Real-Time Tracking Dashboard.

Increased email reach, increased open rates and click-through rates and had a much wider brand awareness with increased exposure to a new audience.



# TRAINING & INCENTIVE PROGRAMS

## Partnership:

Site Impact believes in the beneficial partnership between Clients and is committed to investing in:

- **Display Newsletter Program (DNL)** – Publications have the opportunity to offer their advertisers a fresh option to maximize on a newsletter's revenue potential.
- **Ongoing Training Programs**— via online meetings & webinars, keeping your members equipped with the necessary knowledge to sell with confidence.
- **Special Member Incentive Programs** — to help members engage their teams and maximize email business to ultimately increase their revenue dollars.



# Training: Exclusively Available to Members

We understand the struggles involved in rolling out new products and keeping everyone up to date on the latest tips, tricks, and features.

That is why we offer an array of training solutions! Let us help your members be equipped with the right knowledge to help them sell with confidence.

- **Proposal 1:** In-Market Training
- **Proposal 2:** Email Marketing 101

# In-Market Training

This program is designed to rollout serves through an in-person training.

- This program will allow the Site Impact team to meet Clients in person to train sales team on our email marketing solutions.
- The topics we will cover at each in-person meeting will include:
  - Intro to Email Marketing and its applications today
  - Data overview / understanding how the product works
  - Targeting capabilities and case studies
  - Commonly asked questions about email marketing

# Email Marketing 101 Web Training

This program will be an hour long webinar on Email Marketing. It will cover all of the basics of email marketing and effective selling strategies.

**Site Impact understands that the sales team with the best products and training tools WIN in today's ever-changing media sales world.**

- This training program equips sellers and team leaders with a competitive edge in today's complex media sales landscape.
- The topics we will cover at each web training will include:
  - Intro to Email Marketing and its applications today
  - Data overview / understanding how the systems works
  - Service offerings and case studies
  - FAQs about email marketing



# Sales Contests & Incentive Program

## Steps to Establishing Contests/ Incentives

We will work collaboratively with Clients to identify any markets that would benefit from an Email Sales Contest or Incentive. Some ideas for incentives include:

**Idea 1:** We will provide a large flat-screen TV for each location. The TV can be displayed in the middle of the sales floor to excite and engage the sales team. The rep at each location who sells the most Email within a 2 month period gets to keep the TV.

**Idea 2:** We will hold a 3-month long Email sales contest. At the end of the 3 months, the top sales rep at each of the 20 markets will receive a gift card. The sales rep who sold the most Email between all 20 markets will receive a cruise vacation to the Bahamas.

**Idea 3:** We will offer gift cards/TVs/electronics as incentives for Email Sales Contests. The length of time can be determined for each market involved.

# We Look Forward To Growing With You!

Site Impact believes strongly in the relationship between Clients and their Sales Teams, we will support sales contests!





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Special Offer  
for Mega-Conference Attendees

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Free 50,000 Emails Test Campaign

We look forward to helping  
your members grow their  
email business!



Brandon Rosen  
Chief Executive Officer

P: 954-982-7900 x303

C: 561-685-8991

E: [brandon@siteimpact.com](mailto:brandon@siteimpact.com)

W: [www.siteimpact.com](http://www.siteimpact.com)


6119 Lyons Road  
Coconut Creek, FL 33073

# DNL

- Trusted Voice
- Branded Content
- Distribution


The Display Newsletter Program (DNL) allows you to maximize your newsletter real estate.

Add your weekly content, mixed with advertisers' banners to reach new audiences and drive traffic!



**WEEKLY Car Shopper's Guide** Friday Drive Click here

**Featured Article**



These are the best-selling vehicles in America so far in 2018, according to data [Read more](#)

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Great deals in the Friday Drive section of the Express-News [Browse Now](#)

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Shopping for a pre-owned vehicle? Check out the latest OVERDRIVE section [Browse Now](#)


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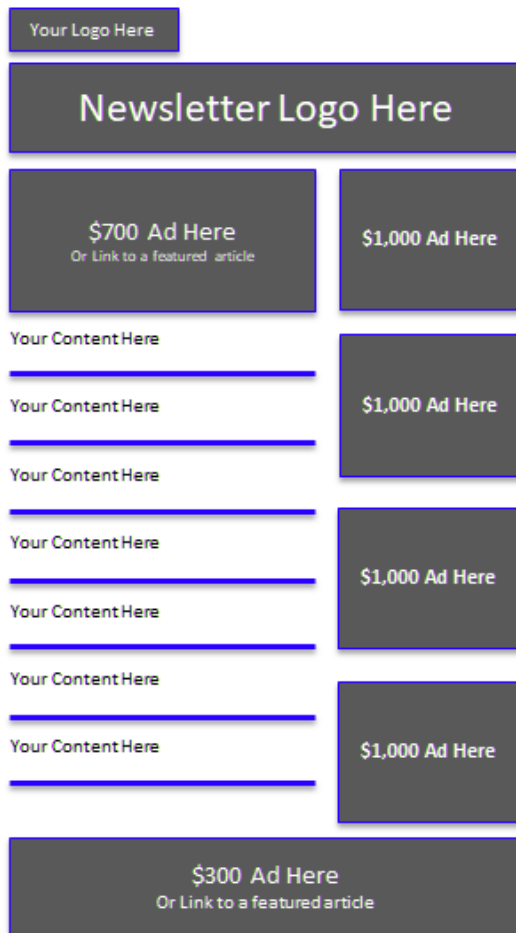
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**BUILDING SAN ANTONIO** A WEEKLY SERIES SHOWCASING EXCITING DEVELOPMENTS IN SAN ANTONIO'S REAL ESTATE MARKET

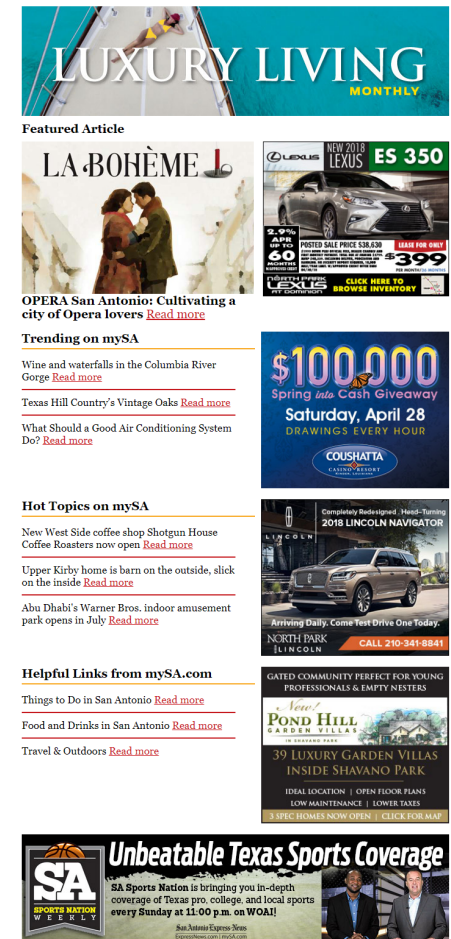
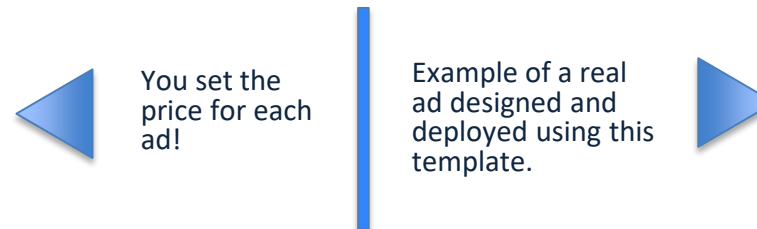
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# DNL



## CREATIVE EXAMPLE:

Here is an example of how you can capitalize on the DNL Program. Using the template provided, you can set the prices for each ad—simply plug in the ads and content and your newsletter is ready to go!



# DNL

## Display Newsletter Model

Below is an example of a **weekly model** currently using the Display Newsletter program in **just ONE of the top DMAs**. This market has been using the DNL program for over 3 years.

Newsletter	Distribution	# of Advertisers	Cost Per Adv.	Cost Per Week	Rev Per Week	Profit
Real Estate	170,000	4	\$1,000.00	\$1,700.00	\$4,000.00	57.50%
Automotive	400,000	4	\$1,500.00	\$2,200.00	\$6,000.00	63.33%
Recruitment	100,000	4	\$500.00	\$1,000.00	\$2,000.00	50.00%
Medical	68,000	4	\$500.00	\$680.00	\$2,000.00	66.00%
Business & Financial	400,000	4	\$1,000.00	\$2,200.00	\$4,000.00	45.00%
Sports	120,000	4	\$1,000.00	\$1,200.00	\$4,000.00	70.00%
Travel	140,000	4	\$1,000.00	\$1,400.00	\$4,000.00	65.00%
<b>Totals Per Week</b>	<b>1,398,000</b>			<b>\$10,380.00</b>	<b>\$26,000.00</b>	<b>56.37%</b>
<b>Totals Per Year</b>	<b>72,696,000</b>			<b>\$539,760.00</b>	<b>\$1,352,000.00</b>	