

5 TIMES WHEN MARKETERS

CHOOSE

SUBSCRIBERS

OVER

READERS

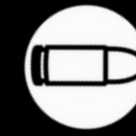
RIPE & ACTIVE



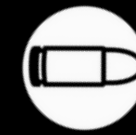
YOU CHOSE...

FOR 89% MARKETERS

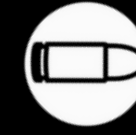
Casualties:



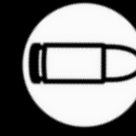
Seasonal campaigns



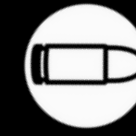
Preparation for a scheduled campaign season



Harping on local favorites



Recent opportunity specific to the region



Cultural reverberation in pitch tone



Industry-specific promotions and offers



Role-based personalized campaigns



Nurturing Campaigns



Legitimate conversions from authentic engagement



Real-time responses



Competitive edge

EMAIL MARKETING CALENDAR

GEO-TARGETED CUSTOMER PROFILING

ROLE-BASED BUYER PERSONA

LEAD GENERATION & NURTURING

AUTO-RESPONSE MAILS

READER HAPPINESS

COUNTER-MEASURES

READERS ARE LEAD-CHOPS!

1

MONEY, OVER TIME

2

GLOBAL, OVER LOCAL

3

GENERIC, OVER THE GENERALS

4

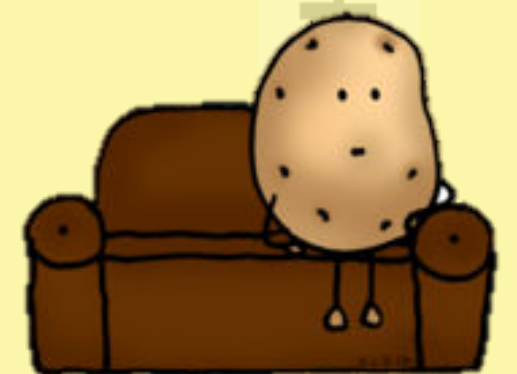
SHORT-TERM, OVER LONG-TERM

5

ANALOG, OVER DIGITAL



SPAN GLOBAL SERVICES GLOBAL GROWTH PARTNER



POTATING PASSIVE

ACTIVATE YOUR PASSIVE LIST! @