

EVERYDAY
TRUSTED
NEXT-GENERATION EMAIL AGENCY
COST-EFFECTIVE
1-TO-1

Francesca Monaco
Client Services Director
T: +44 207 706 9520
E: francesca.monaco@rocketseed.com

WHO IS ROCKETSEED

4 regions

AU, SA, UK & USA

a billion emails

regularly branded for international clients

multiple languages

and character sets

THE POWER OF BUSINESS EMAIL

CHANNEL



of all **business communications** are by email

REACH



the number the average business person **sends out annually**

IMPRESSIONS



the average **open rate**

ENGAGEMENT



the average campaign **click through rate**

THIS MAKES **ROCKETSEED EMAIL MEDIA** THE MARKETING TOOL OF CHOICE AND THE MOST COST EFFECTIVE MEDIA

OVERVIEW

ROCKETSEED; Your one-to-one employee email branding software

With Rocketseed Email Media the possibilities are endless.

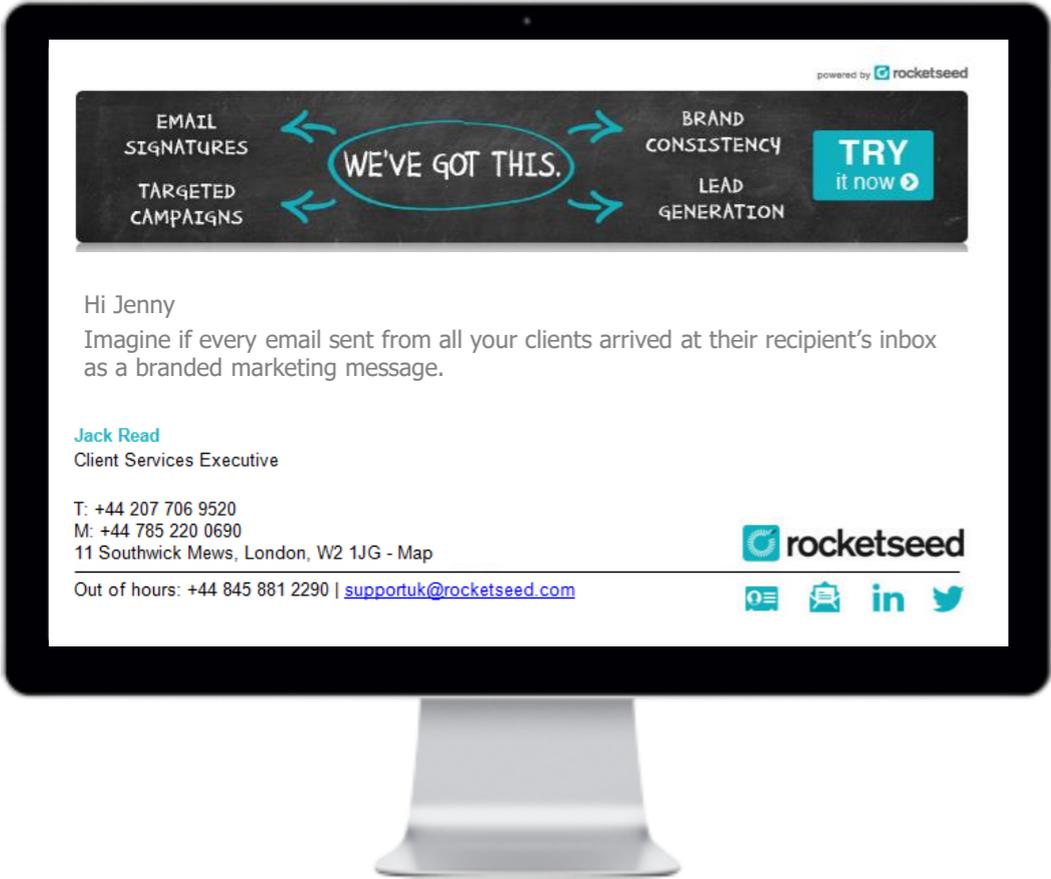
The Rocketseed technology allows you and your employees to showcase your brand, promote your companies point of difference and market your products and services with every single email your employees send.

Rocketseed Email Media transforms your regular outgoing email traffic into a marketing channel that can generate new revenue streams for your business.

- ✓ Centrally control your signatures
- ✓ Passive lead generation
- ✓ Integrates with **Google Analytics** and **Salesforce**
- ✓ Fully compatible with all mobile devices, and will work with your existing email platform
- ✓ Interactive and tamper proof templates deliver consistent email signatures across all staff members as well as disclaimers and targeted messaging, with the option to sync with Active Directory.
- ✓ Works perfectly with all known email providers including **Microsoft Exchange**, **Google Apps** and **Microsoft Office 365**.

Rocketseed includes email list builder software that enables you to capture new customers that are engaging with your business.

WHAT IS EMAIL MEDIA?



BRAND



TARGETING



MEASUREMENT

WITH EMAIL MEDIA

EMPLOYEES



ONE-TO-ONE CONNECTIONS



MISSED MARKETING OPPORTUNITIES

# Employees	Average # Emails per Year (Employee)	Average # Brand Impressions per Year (Company)
10	15,000	150,000
50	15,000	750,000
100	15,000	1,500,000
200	15,000	3,000,000
1,000	15,000	15,000,000

Average number of opportunities per annum for **YOUR COMPANY** to market directly to **YOUR** clients.

BEFORE THE MAGIC HAPPENS



Hi

Imagine if every email sent from all your clients arrived at their recipient's inbox as a branded marketing message. Whether it's new products or services, sales material, customer support, latest news or events, research, PR, season's greetings, or straight corporate or brand identity - you can get any message across, drive traffic to your website, as well as measure and track, the click-through and response ratios. All through your biggest form of daily communication - email, which your staff are sending anyway!

John Smith

Managing Director

THE MAGIC

Drive web traffic

Hi Fiona,

With email media, every email sent by your employees can drive traffic to your website or social media site. Every email can help share your content and engage your audience.

Deliver marketing opportunities on the go

Encourage interaction, and grow your social platforms

 **rocketseed**



[com](#)

UTILISE EVERY EMAIL

powered by  rocketseed

EMAIL SIGNATURES
TARGETED CAMPAIGNS

WE'VE GOT THIS.

BRAND CONSISTENCY
LEAD GENERATION

TRY
it now 

Hi Fiona,

With email media, every email sent by your employees can drive traffic to your website or social media site. Every email can help share your content and engage your audience.

John Smith
Account Executive

T: +44 207 706 9520
M: +44 780 054 7354
11 Southwick Mews, London, W2 1JG - Map

Out of hours: +44 845 881 2290 | supportuk@rocketseed.com

 **rocketseed**

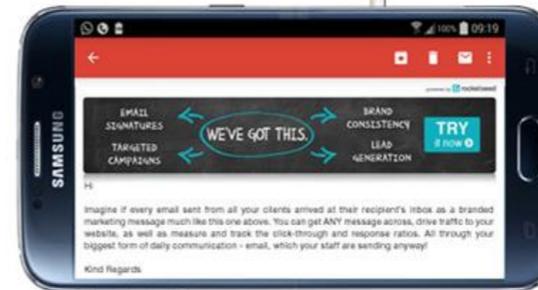
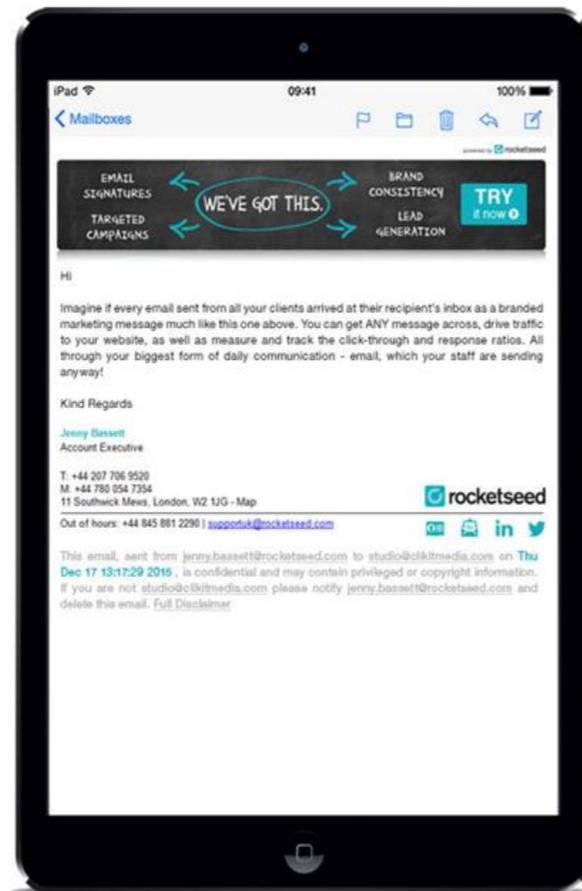
   

Cross Platform, cross device responsive design

Comprehensive reporting

Centralised control of signatures, brand, legal compliance, social & doc's

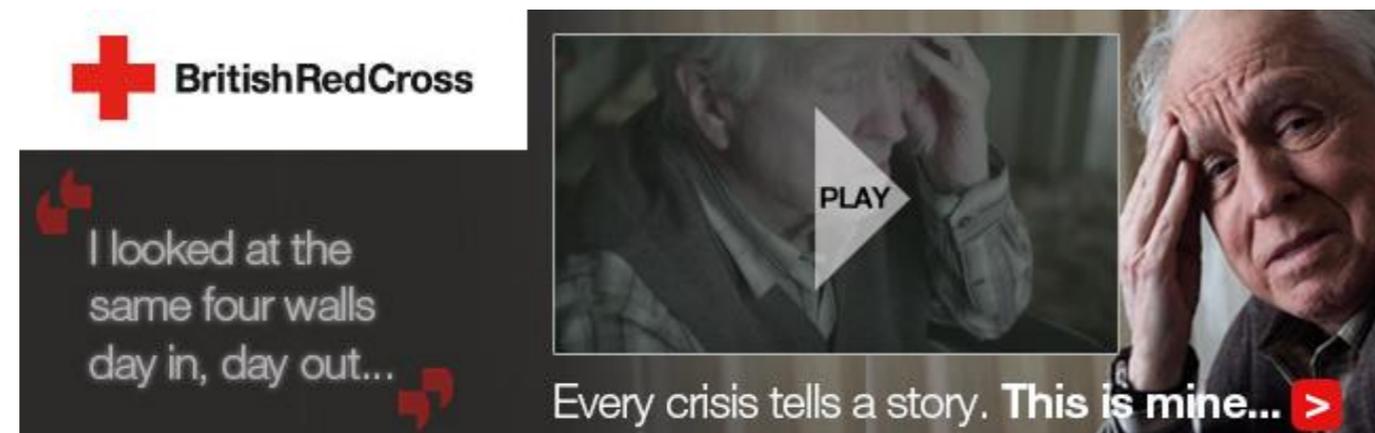
Variable content and segmentation capabilities



Business Vcard download

Tamper Proof branding

SUPPORTING OUR CLIENT CAMPAIGNS



Increase engagement to increase donations and fundraising, and react quick to disasters

80x more clicks with Rocketseed than equivalent web campaign

20% of visitors from emails more likely to engage with donations

SUPPORTING OUR CLIENT CAMPAIGNS

vitra.

New Height & Colours

EAMES PLASTIC CHAIRS

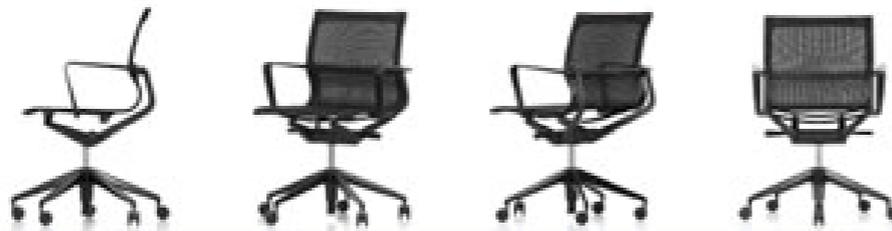
New shell colours and seat height in collaboration with Hella Jongerius and the Eames Family.



vitra.

Visually showcase their latest products to customers and increase sales through rich media

PHYSIX by Alberto Meda



vitra.

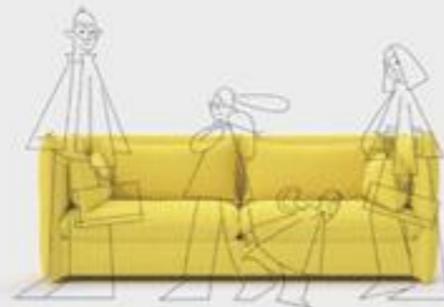
£150K new business order

Available soon.

[About Us](#) | [Blog](#) | [Find a Dealer](#) | [Product Range](#) | [T's & C's](#)

Mariposa Family

Design by
Edward Barber & Jay Osgerby



vitra.

6% rise in sales from targeted campaigns

SUPPORTING OUR CLIENT CAMPAIGNS



Fully optimized flash solution
4 ways Dell Storage SC4020 works for your customers' workloads.

[View infographic](#)

Reach prospects who haven't currently opted-in to marketing programs



Start small. Build fast. Connect what matters.
Learn more about our perspective on the Internet of Things.

[Download IoT White Paper](#)

\$800,000 of new revenue generation was attributed to Rocketseed from **3,000 users**, based on prospects they were able to measure

DellWorld '15

October 20–22, 2015
Austin, Texas
[Register Today >](#)

SUPPORTING OUR CLIENT CAMPAIGNS



THE RITZ LONDON



New Suites campaign launch to raise awareness and generate bookings

15% engagement for new suite campaign launch

177K brand impressions delivered in a **6 month** period



12% average click through rate



CROSS SELL



DIRECT DONATIONS



Hi Fiona,

With email media, every email sent by your employees can drive traffic to your website or social media site. Every email can help share your content and engage your audience.

John Smith

Account Executive

T: +44 207 706 9520

M: +44 780 054 7354

11 Southwick Mews, London, W2 1JG - Map

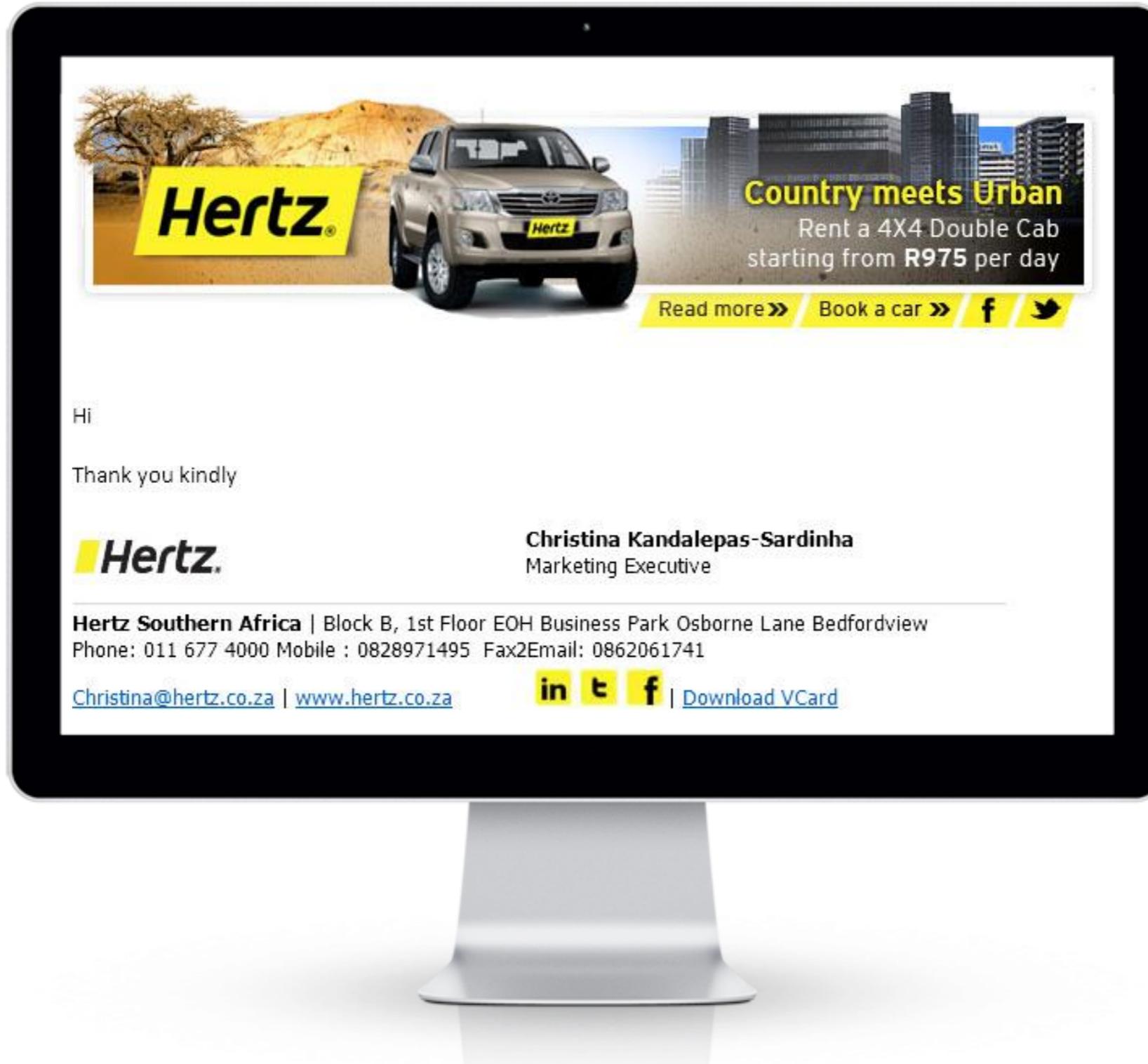
Out of hours: +44 845 881 2290 | supportuk@rocketseed.com



CUSTOMER SATISFACTION



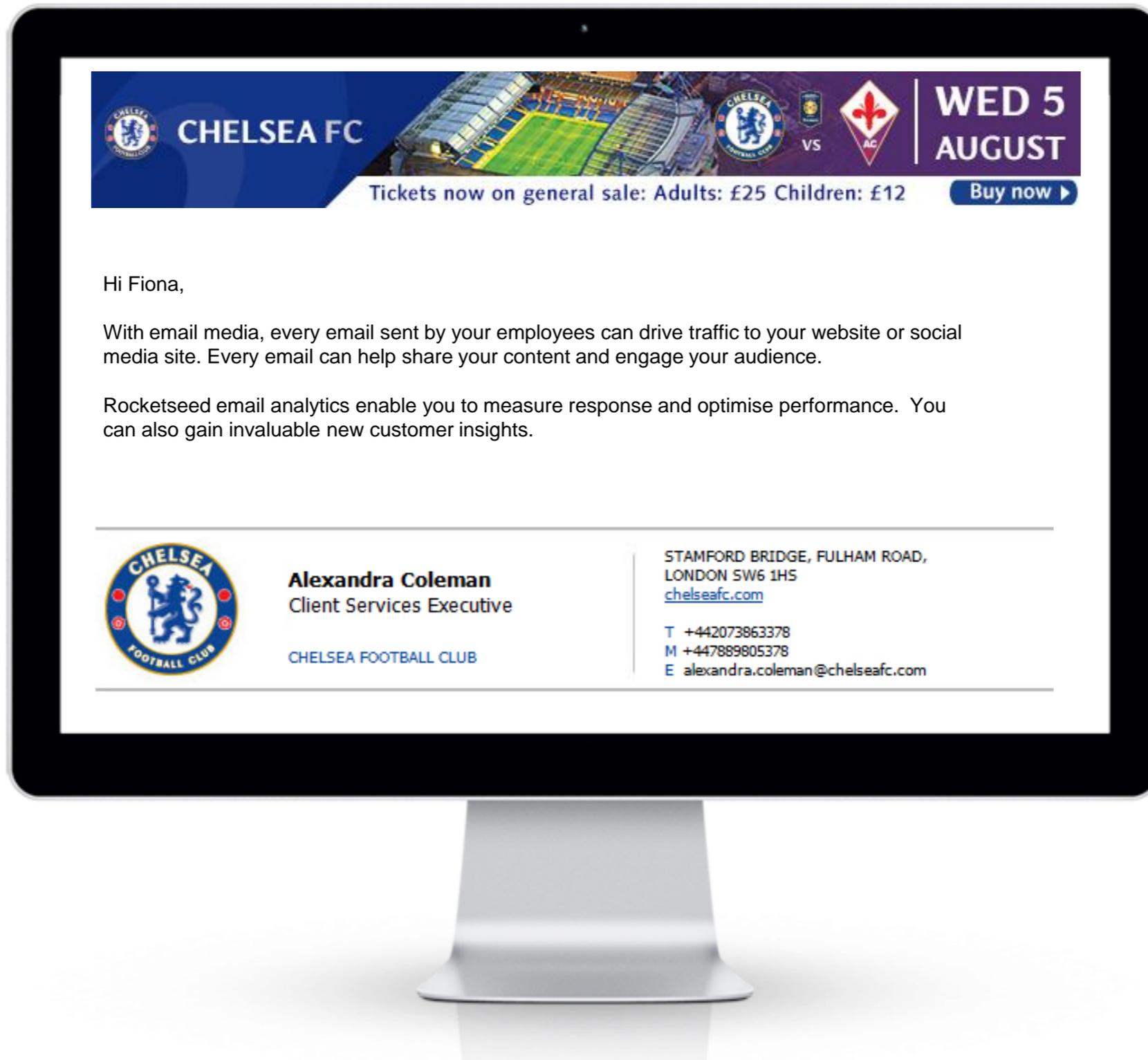
SPECIAL OFFERS



DATE SPECIFIC CAMPAIGNS



AWARENESS



PROMOTIONAL OFFERS



[READ REST OF STOP TALKING](#) | [START DOING](#) | [JOIN ME ON FACEBOOK](#) | [BLOGS](#) | [EVENTS](#)

John Smith | Managing Director

E: info@shaa.com

T: 0207 123 4567 M: 0794 123 4567

www.shaa.com



Disclaimer:

This email, sent from YOUR_EMAIL_ADDRESS to YOUR_RECIPIENTS_EMAIL on DATE_AND_TIME, is confidential and may contain privileged or copyright information. If you are not YOUR_RECIPIENTS_EMAIL please notify YOUR_EMAIL_ADDRESS and delete this email and you are notified that disclosing, copying, distributing or taking any action in reliance on the contents of this information is strictly prohibited.

MEASURABLE RESULTS

Increase op-ins

Drive traffic

Nurturing programme

Generate social content

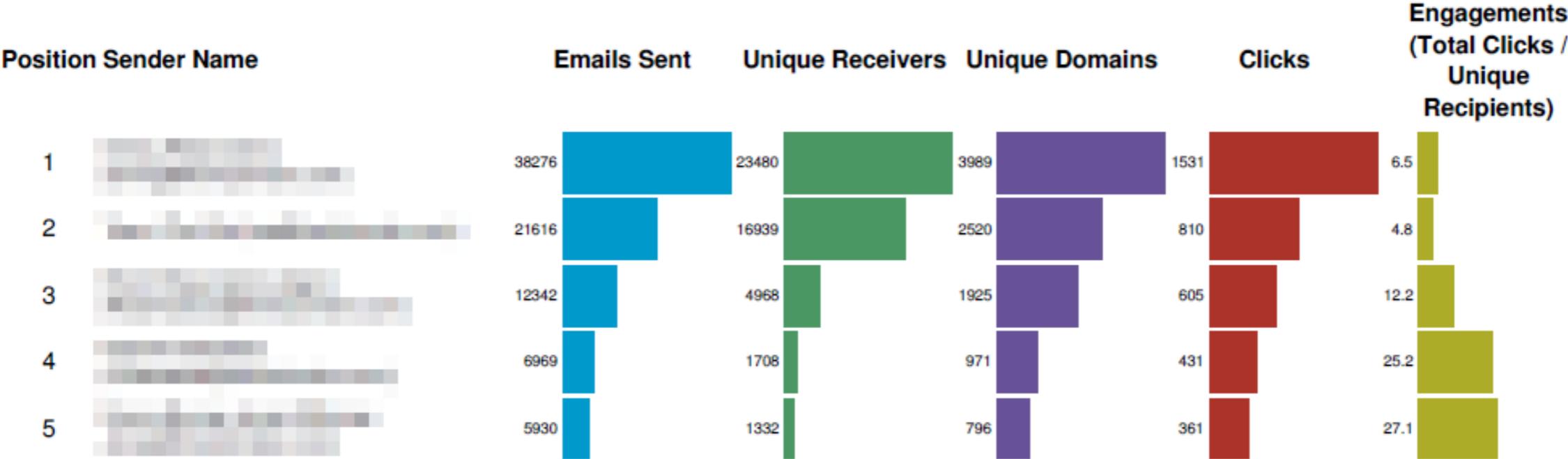
Reporting

Integrate with web analytics

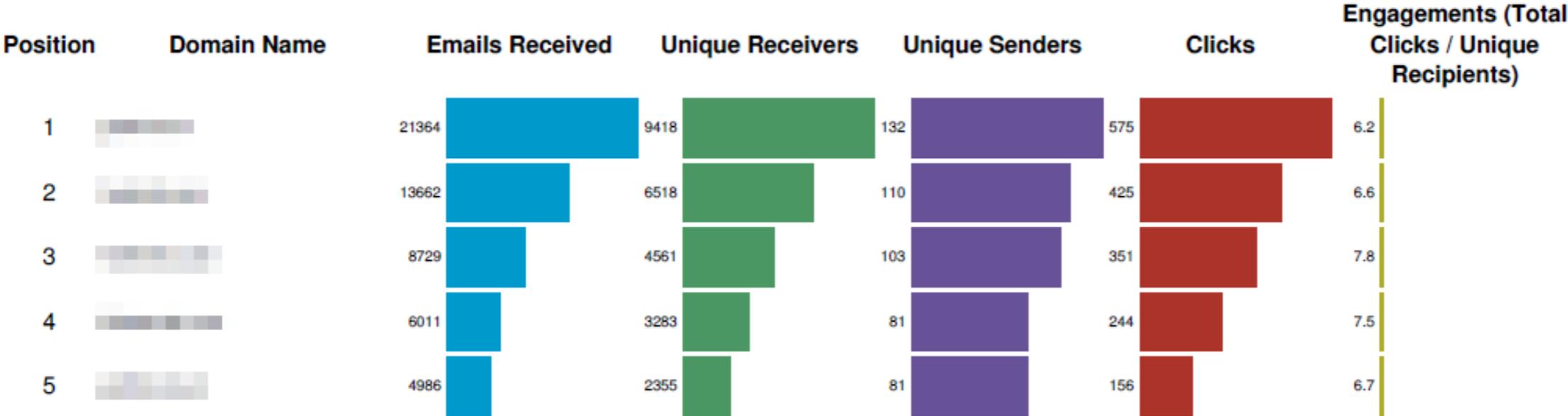


ADVANCED REPORTING

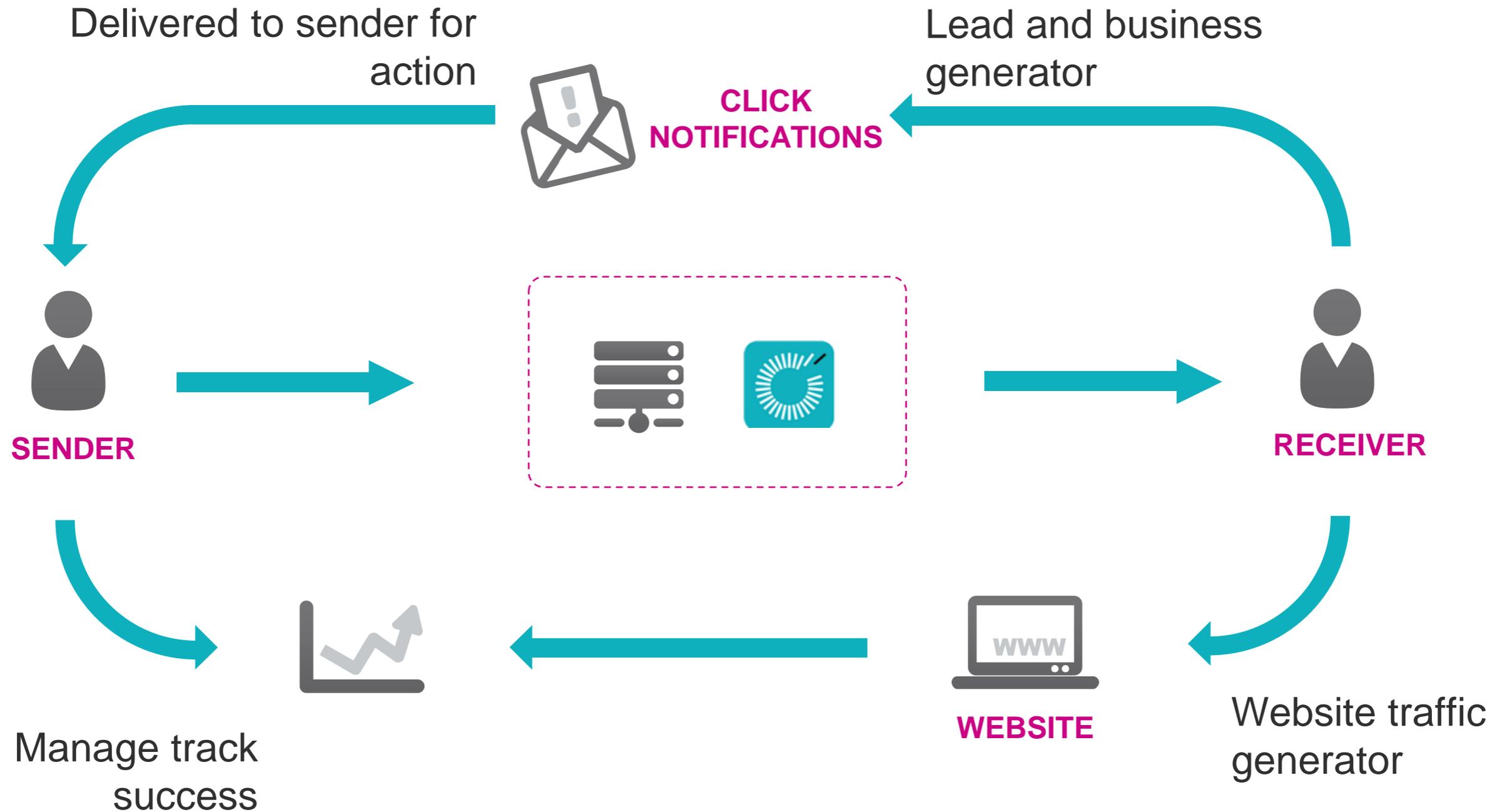
Top Senders



Top Domains



THE MECHANICS



ROCKETSEED FRIENDS



The Telegraph



somethingbig



vitra.



THANK YOU...

**WE LOOK FORWARD TO
WORKING WITH YOU**

Rocketseed.com