

eBusiness Overview

Thanks to the Internet, the need – and ability – to personalize product and service offerings has never been greater. With that need comes a new challenge of reaching your prospects and customers at the right time, with the right message, and the right offer.

If you want your business to succeed online, you must establish a closed-loop, customer centric marketing plan that includes campaign design and execution, results tracking, and campaign refinement. ROI Direct.com addresses this online imperative using targeted, seamless marketing strategies that will maximize your emarketing efforts, improve sales revenues, and help transform your online business from a minor presence to a market leader.

e-Campaign Design – Getting the Most Out of One-to-One Marketing

Marketing to your prospect and customer base with targeted, data-driven marketing campaigns is necessary if you want to improve customer acquisition, retention, and loyalty rates and reduce the costs associated with managing your online relationships. Our eCampaign Design services meet those objectives and provide you with effective campaign information that will allow you to refine future marketing efforts based on previous results and performance.

The results of our *e-Campaign* analysis are presented in a solid, Internet-based marketing strategy that identifies:

- The Web site components necessary to support campaign initiatives
- Online channels and the best method of interaction
- Anticipated and actual ROI and response rates

Our report also contains a high-level description of how to effectively design and execute online e-mail marketing campaigns. By implementing our campaign recommendations, your business will benefit from:

- Increased online customer acquisition, retention, and loyalty rates
- Increased campaign ROI and total online customer value
- Online metrics and reports that you can use to analyze campaign performance
- Establishment of a closed-loop process, allowing you to design and refine over time

In addition to these important benefits, we can help you profit from quick results. And since you know how important it is to move in 'Internet speed,' you can be confident in your ability to establish a competitive edge and improve your positioning over time.

The Next Step

If you suffer from high acquisition and retention costs, have high churn rates or low loyalty rates, haven't designed or implemented a targeted, online marketing campaign, or are unfamiliar as to how online marketing can improve profitability, then ROI Direct.com's e-Campaign Design is for you.

Contact us today to learn how our professional services can help you build a strong ebusiness foundation that will increase your online sales and support you as you scale. Discover how quickly and affordably we can help you can maximize your online storefront while enhancing and personalizing the relationship you have with your customers. We're here to help your ebusiness boom.

<callout>

ROI Direct.com Professional Services

The Professional Services team at ROI Direct.com can offer you invaluable insight into conducting business on the Internet, helping you quickly transform your online presence into a profit center. Our online marketing, commerce, and customer care consultants have helped mid-size businesses gain a competitive edge using our applications and professional services. Our clients benefit from the experience that we've gained in building, promoting, and supporting a variety of online businesses. By combining this practical experience with our hosted applications, our consultants are best suited to provide tailored ebusiness solutions that meet online imperatives while addressing both your objectives and expectations.