

Latest eNews and eHappenings

BroadcastResponse Provides Affordable Solution for Handling E-Mail Marketing Responses

ROI Direct is pleased to announce our newest product offering, BroadcastResponse. BroadcastResponse was developed to provide a special, affordable solution for businesses that seek to provide immediate acknowledgements or responses to clients and prospects that reply to their e-mail marketing campaigns.



The Scenario

On average, 2-3% of email broadcast/campaign recipients will respond by replying to the email sent. Unfortunately, many companies don't have the bandwidth to sort, manage, and respond to this e-mail. The result? That company might not only lose a sale, but could also lose the lifetime value of that customer because it didn't meet his/her needs. On the Internet, you really do only get one chance to make a good first impression, and not responding to your prospects or customers isn't good.

The Solution

With BroadcastResponse, companies can send an automatic acknowledgement or response to those customers and then route the e-mail to a queue for further handling. Prospects and customers can be confident (and impressed!) that they are being "heard", thereby increasing their satisfaction and retention.



Sales Guidelines

Internal sales focuses include up-selling eMarketing prospects and cross-selling eMarketing clients to BroadcastResponse (resulting in a minimal contract increase of \$995/month). Once companies realize the true value of this powerful customer service and communication vehicle, we will seek to upgrade companies from BroadcastResponse to our higher-end inbound e-mail management product, CustomResponse.

Key Capabilities

- Efficiently manage, route, and answer direct replies to email campaigns and broadcasts
- Route e-mails to a queue for further handling
- Process opt-outs
- Personally respond to a particular message

Pricing

Pricing for BroadcastResponse is based upon monthly message fees (no setup or monthly hosting costs):

1—2,500 threads	\$995/month
2,501—5,000 threads	\$1,495/month
5,001—10,000 threads	\$1,995/month
10,001—25,000 threads	\$2,495/month
25,001—50,000 threads	\$2,995/month
50,001—100,000 threads	\$3,495/month

Restrictions

- BroadcastResponse cannot be sold as a standalone product; it must be sold in conjunction with eMarketing E-Mail Marketing services.
- Clients may not use BroadcastResponse for managing customer service e-mail.
- Clients may only route broadcast email to BroadcastResponse.