



E-mail Marketing Audit

- Strengthen the long-term bond with your customers
- Optimize your conversion chances

netz.ly/mailaudit

Emails - better than their reputation

An email lands directly in the recipient's inbox. On social media platforms, an algorithm determines whether your message is displayed or gets lost in the flood of other posts. You don't have this competition with email communication - it's a great opportunity to **reach people directly**. If it is used optimally.

That's why it's important to find out what excites your target group and how you can reach them most effectively.

Optimize your email marketing

An email campaign can be written quickly, depending on the effort and possibilities. We send a lot of emails every day and therefore perhaps don't think twice about it. This is exactly where mistakes slip in, which can cost you valuable opportunities and, in the worst case, lead to you unsubscribing from the newsletter. That's why we take a close look at your email marketing strategy and **potential opportunities** and show you how you can **optimize your email marketing step by step**.

Requirements and what you need to do

You provide us with your previous e-mail campaigns and all associated materials - then we get started.

How an email marketing audit works

Once you have given us access to your newsletter tool and editorial plan, we get started. We look at the campaigns sent, their content and how well they worked. The more information you can give us, the more accurate the picture we can form. After our thorough analysis, we meet for a joint workshop either virtually or in person. We will present the results of the workshop to you and give you **specific recommendations for action**.

The cost of an email marketing audit

An audit costs EUR 2,500 plus VAT. The audit includes a thorough explanation of the results in a joint meeting and a presentation with recommendations for action.

Your contact person



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