

## Primary services



### Email marketing management

Create and maintain a e-newsletter strategy.

Provide monthly newsletter drafts for client approval, frequency depends on client's needs.

Adjust strategy based on newsletter metrics and audience response.

## Client case studies

### Rutgers Alternate Route

Grew newsletter open rate from 25.83% in 2019 to 48.8% as of Q1 2024.

Planned an audience-focused strategy that increased the average click rate by 60%.



### Twist Out Cancer

Grew newsletter open rate from 18% in 2021 to 41% as of Q1 2024.