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MARKET INTELLIGENCE • EFFECTIVE RESULTS
INNOVATIVE TECHNOLOGY • SERVICE EXCELLENCE
PROFESSIONAL STAFF • INDUSTRY LEADERSHIP
POWERFUL MARKETING SOLUTIONS



Why Choose Mailtricity?

Thank you for your time and the opportunity to introduce you to our firm and our services. **Mailtricity** is one of the nation's finest marketing companies and our success has stemmed from the tremendous results that we have obtained for our clients, which include Sprint-Nextel, Clearwire, Discover Boating, Comcast, Macy's, Phantom Entertainment, TiVo, Sharper Image and Best Buy to name a few.

We concentrate your marketing dollars on consumers and businesses that have specifically asked for your products and/or services. Our data is continually updated to ensure your message is being delivered in "real time" just as it's being requested by your best prospects.

Between our network and affiliate sites, we survey millions of consumer prospects and businesses, acquiring the most pertinent datapoints to satisfy your targeting requirements. Email is among the most cost-effective marketing investments, and our systematic list hygiene equates to better prospects reached. Each and every time!

We pride ourselves on creating original, effective marketing campaigns, working closely with our clients from start to finish. If you're not sure what you are looking for, we'll take the time to personally consult, research and recommend a program that satisfies your goals and objectives.

Our goal at **Mailtricity**, is to help businesses of all sizes grow profitably and compete effectively in the new world of business.

For more information on any of our products or services please visit us on the Internet at: www.mailtricity.com or send an email to: info@mailtricity.com



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What We Do

- **Opt-in Permission Based eMail Marketing**

We specialize in permission-based, social and mobile-enabled email marketing campaigns of all sizes and levels of complexity. With millions of 100% true opt-in records and an endless list of categories, reaching your best prospects is just a click or a call away!

By utilizing **Mailtricity's** live tracking system, you can monitor, measure and analyze mailing status, open and click progress and drill-down to engagement by offering or individual hyperlink. Email is the digital glue of social media.

- **Email Appending**

If you own a list, or have a database of names without the email addresses, we offer an append service that will match up email addresses with names and home or business addresses in your list. Our append service is a great way to start the conversation with your customers and prospects to keep them engaged, bolster brand awareness and encourage repeat business with minimal out-of-pocket cost.

- **Database Broadcasting**

If your company already has an in-house database of prospects or customers, we can send them an email of your company specials, sales, new products or simply send out your monthly newsletter. This program is a great way to build customer loyalty and retention.

- **Social Media Marketing**

Social Media Marketing or SMM provided by **Mailtricity** is the process of generating brand interest and fostering positive brand sentiment through blogs, RSS feeds, virtual 3D networks and social networks.

The user-generated content of SMM can be an extremely effective channel for building product reputation, management and corporate branding. **Mailtricity** can also optimize each social media site or campaign in order to generate the greatest amount of awareness and traffic. This process is also called Social Media Optimization or SMO.



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What We Do

- **Political Marketing Services**

The competitive landscape of political marketing has evolved significantly since the second half of the 20th century. Creating Internet visibility is a critical goal of Political Marketing. It is vital to make sure you have a presence on as many influential, popular and niche websites as possible in order to increase political awareness within target registered voters.

- **Traditional Media Solutions**

Revolutionizing media management, we have developed an unprecedented approach to maximizing best in class planning and buying agency talent. No vendor can be all things to all clients but we love the opportunity to assess your needs and see where we can save you budget dollars, man hours and just plain make you look great!

Since 1991, our traditional media solutions division has been serving clients' media management needs. From strategic media planning to buying any and all media forms to even more nontraditional roles of stepping in where clients have a need--we're there.

We pride ourselves in working with, not against a client's established agency relationships, integrating seamlessly with creative agencies, media buying agencies and internal marketing staff.

Revolutionizing the media management compensation structure, we put our money where our mouth is. One of our very first customers asked, "How do we know you'll save us money and secure the same or better media"? To which we answered with directly tying our compensation to what we were able to negotiate on their behalf. That client is still with us to this day.

All we ask of prospective clients is to give us an opportunity. If we can't save you money and still achieve all your marketing goals and objectives, we'll congratulate you and trust you'll refer us in the future. Thank you for considering to do business with us.



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