



CONTENT, STRATEGY & SOLUTIONS

DIRECT MARKETING & LEAD GENERATION PACKAGES

E-Mail Marketing

Bronze - \$300 per thousand*

- One email send
- Summary Analytics (available upon request)

Silver - \$400 per thousand*

- One email send+ resend to those who did not open the first email
(same content, updated subject line)
- Summary Analytics (available upon request)

Gold - \$550 per thousand*

(Plus a one-time fee of \$1250 for form development and lead delivery)

- In total, three email sends to different segments of the list depending on the action taken:
(must provide 2 different content and 3 subject lines)
 - #1** Full List
 - #2** Resend to those that did not open
(new subject line, same content)
 - #3** Opened the email, but did not click
(new subject, new content)
- Leads & analytics *(Soft leads—contact information excluding email address—provided for those that click; Hard leads—all contact information—provided if a landing page /form is developed)*
- Custom landing page available upon request and quoted based upon scope of job *(Starting at \$1250 for form development and lead delivery)*

Platinum - \$700 per thousand*

- In total, three email sends to different segments of the list depending on the action taken:
(must provide 3 different content and 4 subject lines)
 - #1** Full List
 - #2** Resend to those that did not open
(new subject line, same content)
 - #3** Opened the email, but did not click
(new subject, new content)
 - #4** Subject-focused content to engaged recipients *(new subject, new content)*
- Leads & analytics *(Soft leads—contact information excluding email address—provided for those that click; Hard leads—all contact information—provided if a landing page /form is developed)*
- Custom landing page available upon request and quoted based upon scope of job
(Starting at \$1250 for form development and lead delivery)

Topical Pop-Up Targeting

(Pricing based on specified audience and content)

Custom pop-up message automatically triggered on Babcox Media brand websites when visitors view topic-specific content.

- Custom Call to Action within message
- Custom webpage placement
- Custom audience demographic specification
(content engagement, geographic region, etc.)
- 30-day campaign increments concurrent with direct marketing campaign or standalone

Additional Direct Marketing Solutions

Babcox Media offers the following customized lead generation options with our content and marketing services:

- Webinars
- Research
- Retargeting
- White Papers
- Custom Web Pages
- Phone Call Follow Up
- Video

* order minimum: \$1,000

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