



Email Marketing Toolkit

Email Marketing Providers

Being able to send out emails that are formatted stylistically similar to a traditional web page - using colours, graphics, table columns and links - can be more aesthetically pleasing and also give a greater air of professionalism when you're communicating with your client base.



However, these can be a bit more difficult to create than a normal email and as a result many organisations will outsource this to dedicated providers better able to create them. Below are some of the top companies that are able to create HTML emails, with an overview of what they can provide and links to

their individual websites where you can find out more.



The most commonly used providers are Campaign Monitor and Mail Chimp. These usually offer a free trial and start from as little as £9 per month.



	Email template specialist?	Price? (basic package)	Known companies that use their service	Pre-Designed Template available	Phone compatibility provided	Webpage Link
Campaign Monitor	✓	£9.00 per month	Adidas, Sephora, Amnesty International	✗	✓	Click Here
Go Daddy	✗	£6.99 per month	Super Bowl, Indy Car, Hendrick Motorsports	✗	✓	Click Here
Mail Chimp	✓	£7.19 per month	Azara Jewelers, Teamgate, Lead Feeder	✓	✓	Click Here
WIX	✗	£18.69 per month		✓	✓	Click Here
Squeezy Mail	✓	£5.00 per month		✓	✓	Click Here
Stripo Email	✓	£5.99 per month		✓	✓	Click Here



Pure Email Service



As part of our new digital toolkit we're offering a new bespoke service, helping you to create engaging emails with your own content and branding that you can send out to your database.



Our marketing team at Pure will liaise with you to understand your requirements, and build your email for you with your logo, branding colours and contact information. To make things as simple as possible we'll send you a



test email for you to request amends and once you're happy you can simply send this on to your customer base. We'll also supply you with the html code of the email if this is something you would like.

A few examples of email builds are below for your reference, but these can be tweaked with different images and content of your choice if you require something more bespoke.



Introducer Facing Template

Your Logo Here

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The family future your clients deserve



If your clients are over 55 and own their own home, they could unlock some of the **money tied up in their home**

- ✓ Independent advice from qualified equity release advisers
- ✓ Access to some of the best plans on the market
- ✓ We will not cross-sell to your clients

Recieve **XX% commission** for referring clients who could benefit from our advice

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www.your.website@here.co.uk

Introducer fees will be paid if your clients proceed with a lifetime mortgage and their case completes following our advice.

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Customer Facing Template

Your Logo Here

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Releasing the potential for the future



If you're over 55 and own your own home, you could be eligible for a **lifetime Mortgage**

- ✓ Repay your existing mortgage
- ✓ Holiday of a lifetime
- ✓ Home improvements
- ✓ Helping the family

No monthly repayments

Call us on

XXX XXX XXXX

or [contact us here](#) to register as an introducer
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