



Email Effective With Niche Markets

Opt in-Email is one of the only types of advertising that people in the military community ask to receive!

Opt-in Email is sent to people who have signed up to receive messages of interest to the military community. Email presents many benefits over other more traditional forms of marketing.

- Opened- Email is read when the reader has the time and has chosen to look at the message.
- Low cost- Email campaigns can be designed, produced and launched very easily, quickly and inexpensively compared to print advertising.
- Real time delivery- Email is effective in delivering a message about a short term sale opportunity, special pricing or other promotional message.
- Immediate response- Email messages generate activity immediately so message can be timed to appear on the exact day the advertiser needs.
- Analytics- Advertisers are able to track response rates to determine ROI of a specific campaign.
- Unlimited Space-Email is not limited by page size or article length. It's a great vehicle to deliver information about the benefits of a new product or recipes or other information that can't be delivered with a print ad.
- Build membership- Email is effective in generating visits and memberships to other websites of military community interest.
- Sharing -People will forward email messages of interest to their friends expanding the advertiser's reach.

MilitaryShoppers.com provides advertisers access to an email list of members signed up to receive messages and offers of interest to the military community. It is a permission based (opt-in) list and has produced excellent response rates for military specific offers that can be accessed online. All exclusive email broadcasts are sent using MilitaryShoppers.com servers. Broadcast copy may be supplied by the advertiser or created by MilitaryShoppers.com at no extra charge.

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