

DIGITAL MARKETING ENABLEMENT SERVICES

Customer Acquisition & Email Campaign Launch Package



Overview

This package provides essential digital marketing support to help organizations attract prospective clients, strengthen online visibility, and launch their first structured email marketing campaign using Brevo.

Our objective is to establish a clear acquisition channel, implement foundational marketing tools, and enable sustainable outreach

Digital Presence Optimization

Deliverables:

- Website conversion review (basic UX & messaging alignment)
- Lead capture form configuration
- Call-to-action optimization
- Basic tracking setup (analytics integration)

Key Points:

- Secure, reliable hosting
- Optimized for performance and scalability

Website Development (Up to 10 Pages)

Deliverables:

- Responsive WordPress website (max. 10 pages)
- Contact form and basic SEO structure
- Content integration

Key Points:

- Structured lead generation
- Improved visitor-to-lead conversion
- Measurable engagement tracking
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Email Marketing Setup (Brevo)

Deliverables:

- Brevo account configuration
- Domain authentication (SPF, DKIM)
- Contact list structure setup
- Creation of one branded email template
- Compliance setup (unsubscribe, footer, GDPR basics if applicable)

Key Points:

- Proper sender authentication
- Structured contact management
- Professional email branding

First Email Campaign Launch

Deliverables

- Campaign strategy definition (objective & audience)
- Copywriting support for first campaign
- Campaign setup inside Brevo
- Test dispatch and validation
- Performance report (open rate, click rate, delivery metrics)

Key Points:

- Controlled and compliant outreach
- Performance tracking
- Data-driven improvement approach

Optional Add-Ons

- Landing page creation
- Automated email sequences
- Audience segmentation strategy
- Social media campaign integration
- Ongoing monthly campaign management

Value Proposition

- Direct access to prospective clients
- Structured lead generation process
- Improved brand visibility
- Measurable marketing performance
- Scalable digital acquisition channel

Ideal Customers

- Startups and SMEs
- Professional service providers
- eCommerce businesses
- Organizations launching new services

Summary

This package establishes the foundational tools and strategy required to reach prospective clients through structured digital marketing and a professionally configured first email campaign using Brevo. It provides measurable outreach capabilities and a scalable framework for future growth.