

igi The Initial Group, Inc.

The New Business Catalyst™



Introducing The Initial Group, Inc., a Silicon Valley-based group of senior marketing and sales consultants focused on helping emerging and mature companies worldwide to develop new markets, new products, new channels and new customers.

The Initial Group, Inc. has over 20 years of business experience in Silicon Valley with proven skills in strategic thinking, creative problem solving, and conscientious program execution. We work with multi-national Fortune 100 companies that need breakthrough new business initiatives, as well as emerging venture-funded firms that need business planning and program development.

Attracting and retaining the best and most creative minds within the marketing and technology community, we have assembled an impressive team of professional business consultants dedicated to solving your complex business issues and generating new sales opportunities. Areas of special expertise include strategic alliances and partnerships, new product and business development, industry and channel marketing programs, and lead generation for new customers.

Professional Services: Email Marketing Campaigns

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Email Marketing Campaign Services



The Initial Group, Inc. has established itself as one of the most innovative email marketers in the industry. Over many years, we have been able to successfully couple our extensive real-world marketing experience with creative ability and implementation. And because we are business people with strong product, channel and industry expertise, we can come up-to-speed on your project and get it completed very quickly.

We offer our clients a complete range of email marketing services which can all be leveraged to meet the needs of your business. Strategy From our first hour together, we get into your business plan and help you architect a messaging strategy that is optimized to leverage your strengths and support your Campaign goals.

Development

Based upon the objectives we set for your campaign, we create the entire package of content (words, data, graphics) that is required to get your message seen and acted upon.

Hosting

You don't need to have an web site to run your email marketing campaign. For no extra charge, we can host your Landing Page on our servers and send you the leads in any form you'd like.

Implementation

We have established strong industry partnerships to provide us access to the best permission email lists available. We manage and monitor the entire process to make sure you get perfect service.

Tracking

The power of email marketing is the ability to set specific quantitative targets, accurately measure the performance of your Campaign against them and quickly determine the level of success.

Analysis

The best assurance of success is to use metrics to your advantage. We do non-stop analysis of your results and recommend ways to improve Campaign performance with every wave.

Email Marketing Campaign Packages



The Initial Group, Inc. understands that most companies do not have unlimited budgets to spend on marketing campaigns no matter what the company size. With that in mind, coupled with the ongoing challenges of the current economy, we carefully created low-cost, integrated campaign packages for you to implement quickly and with minimal effort on your part.

We know how busy you are and how the pressures from your own company require you to focus on immediate issues and opportunities. So we developed three turn-key solutions to make it easy for you to get started. We are certain that one of our cost-effective email campaign packages will be right for you and your company. But if you would like a solution customized just for your company, we would also be happy to build a package tailored to your needs.

Bronze Package



\$ 995 Total

includes Email Campaign strategy, development, hosting, implementation, tracking and analysis
2 Hours Professional Consulting
2,000 Permission Email Prospects

Silver Package



\$ 2,995 Total

includes Email Campaign strategy, development, hosting, implementation, tracking and analysis
8 Hours Professional Consulting
6,000 Permission Email Prospects

Gold Package



\$ 4,995 Total

includes Email Campaign strategy, development, hosting, implementation, tracking and analysis
12 Hours Professional Consulting
10,000 Permission Email Prospects

- The number of permission email prospects for each package is based upon an average Cost Per Thousand (CPM) of \$250. The actual number of prospects will vary based upon the final CPM of the lists selected for your campaign.

- Each package may be split and implemented in multiple waves at no additional cost. For example, instead of sending one message to 10,000 prospects, you may send a message to 5,000 prospects on two separate waves (recommended).
- Each package may be expanded beyond the allocated consulting hours and number of prospects. Incremental consulting fees are billed at \$200 per hour and permission email lists can only be extended in \$500 blocks (number of prospects based on CPM).
- You may run additional waves of your original campaign at a future date with no additional consulting fees assuming no creative enhancements are required. Your only charges will be the cost of renting the list (CPM) and the transmission fees.
- To initiate a email marketing campaign, one-half of the package price is to be paid up front, prior to any creative development or implementation services. The balance of the package price is to be paid within 30 days after your initial payment.