

))) Email Broadcast at a Glance

Founder & CEO

Ken Mahar is the founder and CEO of Email Broadcast. He works directly with clients to develop their strategic email marketing campaigns and heads a team of production coordinators, sales managers, graphic designers and HTML coders. Ken first experienced the power of email marketing after creating his own personal email newsletter to regularly connect with sales prospects as the Regional Sales Manager at Aventail, a computer security firm. He was blown away by the success of the newsletter and started sharing the system with other sales managers. In 2000, Axis 24/7 Marketing [dba Email Broadcast] was born. Ken is a cum laude graduate of Arizona State University and holds a BS Degree in Management and Operations.

Email Broadcast Mission Statement

While our technology is second to none, it's not what makes us who we are. We are a dedicated group of zealots hell-bent on companies reaching their email marketing goals. Our intent is to build personal relationships with our clients to understand their needs, be better partners and offer a valuable, measurable service.

Business

Email Broadcast is an email marketing agency founded in 2000. We serve clients in small, medium and large businesses, from startup to maturity, in many industries including retail, services, automotive, hospitality and import/export. Our full service firm provides a range of offerings to produce world class email campaigns.

- Customized graphic design
- Handcoded HTML to W3C standards
- Targeted copywriting
- Testing in 50+ email clients (Gmail, Outlook, MSN, etc) to ensure correct presentation
- Best practice deliverability and compliance with CAN-SPAM Act
- Click through and page through reporting

Headquarters

Though we operate in an online world, our physical office is an environmentally friendly co-working loft in Seattle, Washington.

Northwest Work Lofts
3131 Western Avenue Suite 515
Seattle, WA, 98121

Contact

<http://www.emailbroadcast.com>

))) Email Marketing Done Right

WHO WE ARE

Email Broadcast is an **email marketing agency** headquartered in Seattle that creates value for its' clients through strategic use of email marketing. Customer retention, customer acquisition, streamlining operations and lowering costs can all be accomplished with the strategic implementation of email marketing.

Email Broadcast helps companies reach their audiences' inbox with the right message at the right time. We combine our best practices from years of experience, award-winning technology and custom designs to help make email marketing memorable and measurable.

WHY WE STANDOUT

Email Broadcast provides one of the industry's broadest portfolios of offerings:

- Monthly email newsletters or event specific newsletters with 3 choices of service: Platform Access, Messenger Service or Creative Campaigns
- Strategic retail programs that send targeted messages to segments of a client's email list dependent upon location or product purchased
- Integration with a client's CRM system to create a triggered message system that can automatically remind customers about specific service appointments, follow-up after a sales call or send out a post service survey

WHAT OUR CEO HAS TO SAY

"Our mantra is Email Marketing Done Right. Sounds simple, but you would be surprised at how many companies get it wrong," states Ken Mahar, CEO of Email Broadcast.

Mahar said that common mistakes include sloppy HTML coding, poor design, limited or zero testing, no understanding of spam filters and emailing either too frequently or not frequently enough.

"It depends on the industry, but I recommend that you reach out to your customer base at least once per month," Mahar said, "And you must have compelling content that your readers will enjoy or benefit from. Email marketing lets your customers know that you're still there; ready to do business when they are."

Mahar's advice for businesses in the current economic climate is to revisit their marketing budget and ensure they are getting the best value for their money.

"While direct mail and traditional advertising can still be a good investment, you need to look at the returns your strategy is bringing you," he said, "We offer a cost effective way to reach out and maintain customers. And with our advanced reporting capabilities, we can show you the actual ROI for your email campaign through immediate data on who received your email and whether they clicked and purchased," Mahar said.

WHAT OUR CLIENTS HAVE TO SAY

“[Email Broadcast] got us started in email marketing in 2003 and has been a strategic partner ever since. They not only understand our business, but they have also integrated into our back-end systems. They understand our email marketing needs and the balance within our overall marketing plan.”

--Jeff Haux, President, Mor Furniture for Less

“On numerous occasions, last minute cancellations have been filled by utilizing Email Broadcast; those are dollars that would not have been generated if I did not use this marketing tool. [Email Broadcast] is simple to use, works around the clock and is efficient.”

--Jack Mitchell, Owner, The Evening Hatch

“Our newsletters really pop and catch the attention of our customers. We staff extra people in the store on the day the newsletter is scheduled to launch because we have to be prepared for the onslaught of calls and sales that the newsletter spurs. The systems that Email Broadcast uses to get our newsletter past a myriad of spam filters is very effective. Our goal with each newsletter is to generate at least three times as much revenue as the expense of sending the newsletter - and we have achieved that goal each time.”

--Amy Hazel, Owner, Deschutes Angler Fly Shop

EMAIL BROADCAST VALUES

Since 2000, we have operated under the guidance of these values:

- *Do the Right Thing.* Often times the right thing to do is also the hardest. But in the end we believe that doing the right thing builds character and fosters relationships.
- *Take Responsibility.* We believe in the old adage - when you point the finger at someone else, you have three fingers pointing back at you. We take responsibility for our actions.
- *Show Up, On Time.* Einstein said that half the battle is showing up. We agree and we're even on time.
- *Be Accountable.* If you say you're going to do something, do it. Simple.
- *Cherish Ideas.* Ideas are a fragile and delicate thing, especially when they are young. We cherish and nurture all ideas because they can grow into amazing results.
- *Build Relationships.* There is no one thing that is more important to us. It inspires us to do our best work, and gets us through any tough times, together and intact.
- *Be Green.* We can all do our part.
- *Have Fun. Smile.* Sure we take our work very seriously, but we do it with a smile because we love it.

MORE INFORMATION

For more information, story specific quotes or an interview with CEO Ken Mahar, please contact our team at info@emailbroadcast.com or call 877-EMAIL-42.