



Presents..

STRATEGIC EMAIL MARKETING

**SM
SEM**



@fb.com/thesmservices



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@thesmservices

SM Services is the top rated Cannabis ad agency in the United States partnered with Google as a premier

www.thesmservices.com

WHAT WORKS BEST FOR YOUR BUSINESS?



mailchimp

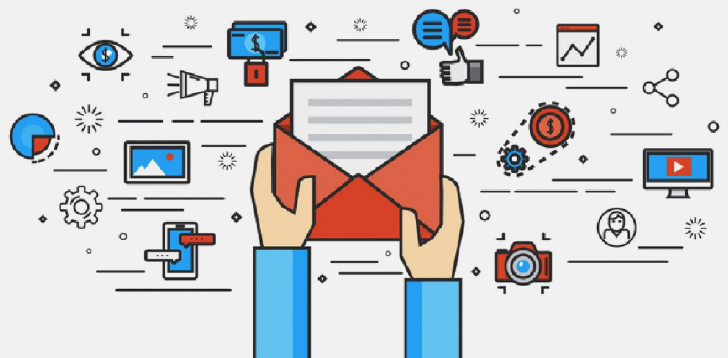
KLAVIYO OR MAILCHIMP



While both solutions offer customers with a wide variety of robust email list management and campaign mailing capabilities, some of our clients prefer one program over the other. Whatever you prefer for your business, the SM Services team is happy to help you get the most out of your strategic email marketing campaign.

HOW THE ONBOARDING PROCESS WORKS

- Onboarding call
- Pick your platform
- Upload your email list
- Flow Management & Ongoing Monitoring
- Monthly email newsletter creation & launch

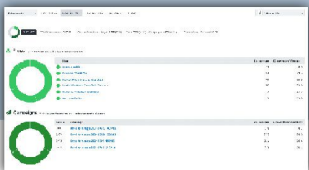
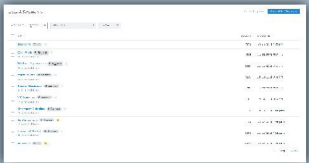


EMAIL MARKETING BEST PRACTICES & EXPECTATIONS

Whether you've already compiled a substantial mailing list or your business is trying email marketing for the very first time, SM Services offers cutting-edge email list collection and growth insight.

ACCORDING TO GOOGLE...

"Your average email open rate should be between 15-25%. Your average clickthrough rate should be about 2.5%. Your average click-to-open rate should be between 15 - 30%. Your average unsubscribe rate is 0.1% or less"



SM SERVICES MAKES IT EASY TO EXCEL AT EMAIL MARKETING

Our email marketing services include flow buildout, list segmentation, email capture form creation, monthly newsletter design and creation, and more.

EMAIL MARKETING PLANS

CAMPAIGN SETUP ONLY

The team at SM Services will provide a complete setup service to position your company for robust email marketing campaigns and contact list administration.

CAMPAIGN SETUP AND MANAGEMENT

In addition to setting up your email marketing campaigns, the team at SM Services will provide ongoing management to ensure your email marketing stays effective, drives traffic to your website and e-store, and engages your audience.

Thanks for shopping with us!



Follow us on social media for real time cannabis industry updates, new product releases, educational content, giveaways, and more!





CAMPAIGN FLOWS

With the right flow, you can introduce contacts to your email marketing efforts and secure online revenue from offer emails, customer win-back emails, and more.

COMMON FLOWS INCLUDE:

- Welcome Emails
- Product Reviews
- Product Cross-Selling
- Customer Win-Backs
- Order Thank You
- Browse Abandonment
- Cart Abandonment



RE-START

EDIBLES FLOWER OIL VAPE SPECIALS

WHAT IS Δ 8THC?

Δ 8THC, ALSO REFERRED TO AS DELTA 8, D8, AND DELTA 8 TETRAHYDROCANNABINOL, IS AN ISOMER OF CBD (CANNABIDIOL).



Δ 8 UPLIFT AND CHILL WITH DELTA 8

SHOP DELTA 8

FEATURED PRODUCTS

COMMON EMAIL LISTS & SEGMENTS

- Master List
- New Subscribers
- Engaged Customers (Made a Purchase within the last 3 months)
- Unengaged Customers (No purchases within 3 months)
- VIP Customers & High Spenders
- Repeat Buyers
- Win-Back Opportunities
- Churn Risk