

Give your logo a prominent placement on your email with a link back to your website

INTERRUPT

Move your reader from a passive state into an attentive state with copy and imagery that will force them to pay attention. (Examples: familiarity, pain points, provocation)

DATA IS POWER

The best campaigns in the world will not produce results if you can't get them in front of the right people.

Maximize the prime real estate at the top of the email -- the first thing people will see or read.

ENGAGE

Provide reinforcing statements and imagery to support your interruption, and get your reader engaged and ready to learn more.

That is why Scott's invests millions of dollars each year to ensure that our data is updated and current. The results are an address accuracy of 97.2% or better, exceeding Canada Post's requirements, and the peace of mind in knowing that you are reaching out to the right person.

Succinctly summarize the benefits of your offer while capturing the attention of your reader

No more wrong numbers, invalid email addresses, or missed opportunities.

EDUCATE

Provide your reader with content to educate them enough to support your upcoming call to action. (Examples: price grid, features and benefits table, testimonials, range of services)



Meet Your Secret Weapon

From cold-call promotions, to mail campaigns, to email blasts, Scott's has been providing valuable data to help businesses market their services for over 50 years.



Information and Innovation

Scott's stands tall as a market leader in business data and intelligence. Our web solutions make it easy for businesses to leverage our data in the most seamless ways possible, to increase workflow efficiency and improve bottom line.



Partners in Your Success...

...whatever your size. Our data is pertinent to businesses of any size. Our clients range from blue-chip multinationals to small organizations - all looking to expand their reach.

Provide supporting copy or imagery that builds on the value propositions you've established above.

OFFER

Provide a clear offer (or offers) to your reader which allows them to further engage with you and your services. (Examples: free trial or demo, time-sensitive purchase, white paper, invitation)

SAVE UP TO 20% TODAY!
Tap into the power of LEAD GENERATION and MARKET INTELLIGENCE today.



As your Account Executive, I will help you identify your key target markets and create a customized solution for your business, allowing you to begin prospecting with confidence *today*. **Contact me at 1-800-408-9431 ext 22 for a free consultation call, or [e-mail me to schedule a follow-up](#). Quote promotion code MYFR RJSA to receive up to 20% off any database over the next 30 days.**

Provide a clear push area, such as a text link or a button, which clearly points the reader to where they need to click to continue. Use promotion codes to track engagement.

Sincerely,
Bridget Wiley

Use personalization in the form of a headshot, signature, or contact information to humanize the correspondence.

Bridget Wiley | Account Executive | e-Business Group
1-800-408-9431 ext 22 | bwiley@scottsdirectories.com | ScottsDirectories.com

Add links to free resources and other supplementary information to establish thought leadership and brand identity.

Free Resources
[5 Essentials to Growing Your Business in a Recovery](#) | [Are You In Sales? \(video\)](#)

Use a footer to summarize your services, add a contact location, or provide opt-out details