

EMAIL MARKETING PROGRAM

Powerful email marketing made simple

Are you capturing email addresses from your customers? Email is the most cost-effective way to reach your customers to inform them about your weekly ad, events and promotions. UNFI Digital Marketing offers a customized approach to building or running an eMail program. We'll show you how to build a program using industry best-practices no matter what size your budget is.

Email Services Include:

- Graphic Design support inclusive of:
 - Creation and maintenance of email templates.
 - Layout, images, graphical and copy treatments.
- Copy writing and copy editing.
- Ensuring campaigns are compliant with all legal requirements.
- Coding and QA testing all campaigns prior to deployment.
- Scheduling campaigns for deployment.
- Preparing Email Campaign summary analysis.
- Subscription list management.

• Full Service Email Program \$100 per week

Our team will manage your entire Email marketing program. Program includes 52 Email sends/year as well as best-practice Email strategies. Participants can also be included in CPG offer Emails developed by UNFI.

• Consulting Option \$1,000 One-Time Fee

Our team will audit your current Email program and develop an Email marketing strategy & roadmap. We will help you develop tactics to grow your Email list and engage your customers with best-in-class Email strategies.

CONSUMER MARKETING + DIGITAL



WHY CHOOSE UNFI?

- We are the supermarket grocery experts and we know the retail business. Also, our digital marketing team has over 160 years of combined experience and can help you kick start your Email program. Our expert team sends out more than 300 million Emails each year which includes more than 1,000 unique Email sends. We know grocery and how to communicate with and better engage with your customers.

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