



EMAIL MARKETING

Assistance

***Don't do it alone!
Get Your Email Marketing Done Stress-Free —
and Without the Nightmares!***

**@MARTY
MARSH**

EMAIL MARKETING ASSISTANT

www.MartyMarshCreative.com



**Use Email Marketing
To Level The Playing Field
For Your Small Business
I'm here to help.**

Welcome

to Marty Marsh Creative's *Stay-in-Touch Marketing Service*...

As a professional service provider, entrepreneur, coach or author...

You know that email marketing is an important key to growing your professional service business, your coaching practice or your readership, but...

- **There never seems to be enough time:** You've got better things to do with your time than doing email marketing — like coaching, writing and serving your clients — maybe even counting your money!
- **Inconsistency is hurting your brand:** You send an email here and there and often only when you have something to sell, then wonder why no one is buying.
- **Technology stops you in your tracks:** You just don't want to learn how to use another piece of software. Technology scares you a bit and you're afraid of doing it wrong.

You may be like many business owners and coaches who are held hostage by time and technology when it comes to creating email marketing that gets results.

Marty Marsh Creative's *Stay-in-Touch Marketing Service* sets you free and gets you the leads that turn into clients.

16 Email Marketing Tasks to Outsource to Marty Marsh Creative

- 1.** Email Marketing Consulting/Strategizing
- 2.** Deploy List Building Strategies
- 3.** Import email subscriber addresses and names
- 4.** Manually upload email subscriber addresses and names
- 5.** Manage email flow
- 6.** Create email templates
- 7.** Build email campaigns
- 8.** Set up automated emails (Autoresponders & Sequences)
- 9.** Segment subscribers, A/B Testing
- 10.** Tag subscribers
- 11.** Craft the perfect copy
- 12.** Add powerful visuals
- 13.** Schedule and send emails
- 14.** Track marketing data
- 15.** Prepare performance reports
- 16.** Provide monthly marketing summary

Choose the right email service provider for your unique needs.

To engage in email marketing that is perfect for your unique business, using the right Email Service Provider is key to your success. Every business has different needs and it can be a confusing landscape of available options. Marty Marsh can help you choose exactly the right service provider for your needs.

We currently fully support these excellent Email Service Providers...

- ConvertKit
- Constant Contact
- Aweber
- Systeme.io

...and are continually learning the ins-and-outs of other service providers.

If you find a service provider that better suits your needs, we will likely be able to support you with that provider. Just ask.



Marty Marsh Creative's
Stay-in-Touch Marketing Program
is a fully **DONE-FOR-YOU**
email marketing-focused service.

Whether you email to your list daily, weekly or monthly, Marty Marsh Creative has a plan to suit your needs so that you...

- Never worry about your email marketing messages going out on-time.
- Never worry about having enough great content to share.
- Never worry about having to master technology that is both confusing and difficult.

We handle it all for you!

Depending on the range of services you choose, there is a set-up fee starting at \$375 for all packages which generally includes a comprehensive strategy session for your unique business, importing your list to the email service provider of your choice, set-up autoresponder sequences* and set-up your broadcast template.

All packages paid in advance on a retainer basis.

MOST POPULAR

MONTHLY

- One email marketing message — usually a newsletter-style mailing — created and sent once each month
- Manually update your list with new subscribers (up to 50 new addresses)

\$150 per month

Package price does not include copywriting. All prices based on you supplying all copy and images. Ask us about our affordable copywriting services.

WEEKLY

- 4 email marketing messages — usually a newsletter-style mailing — created and sent once each week
- Sent for you on the date you wish each week
- Additional weeks available as needed charged at \$64 per additional week
- Manually update your list with new subscribers (up to 50 new addresses)

\$64 per week

(Billed \$256 at the first of each month)

Package price does not include copywriting. All prices based on you supplying all copy and images. Ask us about our affordable copywriting services.

DAILY

- 20 email marketing messages — usually a text-style mailing — created and sent every day (Monday — Friday)
- Additional days available as needed charged at \$38 per additional day
- Sent for you on the date you wish each week
- Manually update your list with new subscribers (up to 50 new addresses)

\$38 per day

(Billed \$760 at the first of each month)

Package price does not include copywriting. All prices based on you supplying all copy and images. Ask us about our affordable copywriting services.

*Autoresponder sequences are limited to up to 7 messages. More are, of course, available for an additional set-up fee.

Discover our entire suite of email marketing services at www.MartyMarshCreative.com/services

Kind Words

Let us do for you what we do for *Leslie Spoor* every week...



Executive Errands® has been working with Marty Marsh Creative since 2014. Marty formats and publishes our newsletters four times a month and has done the creative work on several booklets for us. He even creates t-shirt designs for us along with other graphic, design and layout projects. Not only is Marty experienced in all facets of marketing, publishing and creative development, he is flexible, kind, and a very easy person with whom to work. We highly recommend Marty Marsh and ~~Stay-in-Touch Marketing~~ for all of your email and creative marketing needs!

— Leslie Spoor, President
Executive Errands© Concierge Services



Meet Marty

After spending 13 years in the corporate world of newspaper publishing, Marty ventured out on his own in 1995, starting his own graphic design firm. He knows well the trials and tribulations of running and managing a business but loves every minute of it.

He spent 6 years living full-time “on the road” in an RV traveling the entire United States and loved that lifestyle. He continued to run and manage his business during all of that time. He only left the road to be closer to his growing grandson and so he could have an office with a door that closed. 😊

His first love in business was designing and printing newsletters, newspapers and magazines for a variety of clients and bought and published a magazine handling everything from selling ads, to designing those ads, managing subscriber accounts, and making sure the magazine got out on time every month.

Over the years, most of his clients have come to him through word-of-mouth but he was also an early adopter of the internet and learned very quickly the power of email to attract his ideal clients.

He has spent years teaching about email marketing and has done his best to keep himself up-to-date on all things related to growing a business as well as email marketing.



Marty’s overarching goal for all of his “done-for-you” clients is to ensure that their newsletters and email marketing messages always go out on time — meeting every deadline without fail — and without hassle for everyone involved.

Marty makes his home in sunny Palm Springs, California but works with clients no matter where they live in the world.



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