



REAL ESTATE FIRMS



INVESTMENT FIRMS



INSURANCE FIRMS

CUSTOM DIGITAL MARKETING
SOLUTIONS FOR ALL



RAD365 Media
Let's Go Digital



Targeted Email Newsletters

Showcase your properties

Target the right group of customers.



Promotional emails

Showcase your offers

Amaze audiences with unique offers.



Custom social media strategies

Design customer retention programs

Tell your existing customers that you care.



Share your thoughts digitally

Share industry news

Exhibit your industry thought leadership.






Targeted Email
Newsletters

Showcase
your
investment
advisory
services


Be heard among your
target audience.



Opt-in email databases

Showcase
to really
interested
people


Move towards your
goals. Save your time.



Social Media Marketing

Interact
with your
audience


Talk with them in the
way they want.



Analytics

Get insights
effectively

Get results to work for
you.





Targeted Email Campaigns

Showcase your insurance plans

Custom insurance plans for targeted audience.



Custom content

For different insurance plans

Connecting plans with the right people.



Social media marketing

Reach customers through different channels

Stay on top of the mind of customers.



Marketing analytics

Know what customers want

Provide them exactly what they want.



Our Email Marketing Features

- ❑ Utmost professionalism in subject lines, message layouts, footers and every aspect.
- ❑ Multiple email campaign models ([CPM](#), [CPO](#), [CPC](#)) to choose from.
- ❑ Segmented email database of prospects interested in financial services.
- ❑ Consistent campaign design and delivery methodology. Flexible approach to incorporate changes as per your business goals.

Your Email Marketing Results

- ❑ Send messages to prospects about the targeted financial offers.
- ❑ Automate mail processes in the financial transactions to set absolute process transparency.
- ❑ Design customer retention programs for the existing customers.
- ❑ Inform the customers about the ins and outs of the financial industry.

Our Social Media Marketing Features

- ❑ Targeted content for sharing in different social media channels.
- ❑ Social advertising campaigns to address a wide range of audience.
- ❑ Integrate social channels with email marketing campaigns.
- ❑ Analyze customer interactions across different channels. Derive meaningful data and create accurate reports.

Your Social Media Marketing Results

- ❑ Enhance the reach of your financial products & services in a cost-effective manner.
- ❑ Improve relationships with your customers through consistent communication.
- ❑ Get to know customer's perspective and make strategic changes accordingly.
- ❑ Expand your audience and increase your brand awareness.

Our Marketing Analytics Features

- ❑ Comprehensive analytical reports of the email marketing campaigns containing metrics such as open rates, click through rates, bounce rates etc.
- ❑ Social media analytics to see the impact your business is making in the online communities.
- ❑ Data segmentation to identify the crucial improvement points.
- ❑ Precise data interpretation and superior support post the campaigns.

Your Marketing Analytics Results

- ❑ Measure ROI from the email marketing, social media and other marketing programs effectively.
- ❑ Get access to detailed data and insights so as to improve customer segmentation.
- ❑ Prioritize the marketing initiatives to be conducted across different channels.
- ❑ Get idea about the customers views and preferences. Optimize future processes accordingly.



How RAD365 Media Works With Real Estate Firms



- We understand your offline marketing costs and try to reduce it significantly using the digital options.
- With our segmented email database, you can direct the sales messages more specifically.
- You can build a loyal customer base for your real estate business with our consistent email marketing campaigns.
- Depending upon the business requirements, real estate firms can choose from our different campaign models such as Cost Per Thousand, Cost Per Open and Cost Per Click.
- We help you drive qualified leads using social media tools such as Facebook, Twitter, LinkedIn, Google Plus, Craigslist etc.
- You get analytical reports on customer preferences, interactions and actions. That way, you do marketing even better.



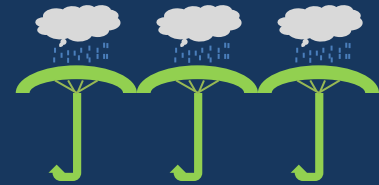
How RAD365 Media Works With Investment Firms



- We help investment advisory firms reach their clients and potential prospects by crafting targeted email marketing campaigns for them.
- Investment firms can reach their targeted audience on a personal level through the different social media channels. Consistent follow-up and customer engagement becomes easy with that.
- From persuading subject lines to strong 'call to actions' in the email messages, we handle each and every aspect of email marketing with excellence to give you the maximum return on your investment.
- Engaging content is what drives the businesses today. We help you exhibit your investment advisory thought leadership through the different online channels. This ultimately builds the trust among the prospects.
- Effective results are consequences of effective actions. You can get analytical reports of what is working for your business.



How RAD365 Media Works With Insurance Firms



- We help you build lasting relationships with your recipients through consistent email communication. You can showcase customized insurance policies through our custom designed email marketing campaigns.
- You can use the segmented email database of prospects who are interested in insurance related services.
- We will build social media strategy for you, so that you can address the customer concerns in the way they want.
- Connecting people with the best insurance policies is the ultimate goal for you. Our analytics help you find out how existing customers are interacting, how prospects are converting etc.
- With a structured digital marketing methodology, you can take your insurance business to new peaks.

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