

LDI & LIVE DESIGN

e-mail blasts



Are Your Email Campaigns Reaching the Right People?

Email blasts can be a great way to promote your products—provided they are going to the right people. The *Live Design*/LDI franchise has the largest email database in the industry—over 24,000 unique names—so you have the opportunity to reach the widest possible audience.

But just as important, **we can filter our list by job title**, allowing you to reach **only** the those designers and technicians you want to target. Not only is it highly effective, it's also **cost-effective**.

And most important of all, we also provide **open rates and click thru-rates for all of our email blasts**. So you get immediate feedback on the effectiveness of your message.

Isn't that a smarter way to spend your e-marketing dollars?

Talk to your advertising manager today to come up with a plan that works for you.

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