

# REACH 1.5 MILLION

## Indians, Pakistanis, Bangladeshi and Indo-Caribbeans

E-Marketing is a great and low cost marketing technique that can turn your clients' attention towards your products and services. E-Marketing has become an effective source for increased profits, clientele, and wider recognition.

Use E-Marketing to increase connections with a greater number of potential clients, who eventually can turn into your client base.

### WE OFFER THREE OPTIONS FOR YOUR E-MARKETING CAMPAIGN:

- Individual Eblast to thousands of subscribers divided in sixteen regional areas in the US
- Banner on the weekly e-newsletter
- Banner on our websites

### WEBSITE BANNERS

Our mobile-friendly and responsive site, [www.deshvidesh.com](http://www.deshvidesh.com), reaches over 1.5 million readers every month.

### WEBSITE STATS

- Page Views:** 375,000 per month
- Number of Hits:** 1.5 Million Hits per month
- Average time on site:** 15 to 25 Minutes
- Alexa Traffic Rank:** Average Increase of 400% each month over the last six (6) months

### E-NEWSLETTER STATS

- More than 35% open within first hour
- More than 72% open within three days
- More than 42% click more than one links
- More than 59% open within first day
- More than 68% Click the banner link
- 200+ New subscribers sign-up every week

Visitors to [deshvidesh.com](http://deshvidesh.com) include Indian NRIs, professionals, students, and North American Residents interested in the Indian subcontinent and its culture.

BANNER SIZES			
			
<b>Sky Scrapper (Large)</b> 160 Pixel X 350 Pixel	<b>Square</b> 330 Pixel X 330 Pixel	<b>Medium Rectangle</b> 160 Pixel X 220 Pixel	<b>Small</b> 160 Pixel X 160 Pixel

## EMAIL MARKETING

You're probably aware that email blasts are the most popular and most profitable among all the different avenues of marketing.

If done right, email is quite simply the most cost-effective means of attracting new leads and customers. Often, all it takes is ONE sale to pay back the cost of a single email blast. In this economy, email blasts should be a part of every marketer's tool kit.

## BENEFITS OF EMAIL MARKETING

### Targeted Audience:

Email Marketing allows you to control who exactly sees your email

### Increases Brand Awareness:

With every email, your customers are re-exposed to your brand

### Reliable:

Unlike social media, postal address or even phone numbers, email addresses do not change often.

**Easy to Share:** Subscribers who share your email campaigns become your brand ambassadors

### Measurable and Easy to Track:

Enables to the marketer to collect additional data about their customers so that they can fine-tune marketing efforts

### Immediate:

Marketing messages are presented to potential customers within seconds with the ability to receive responses instantaneously

### Low Cost:

Email Marketing costs lot less than traditional direct mail marketing

### Easy to Customize:

Create specific programs for each of your customer groups

## EMAIL MARKETING STATS

- 91% of consumers check their email at least once a day (Google Insights)
- 82% of consumers open emails related to Product or Service Marketing
- Email Marketing has return on investment ration of 4300%. If you spend \$1 on email marketing, you will have potential of getting \$43 in business.
- Consumers who receive email marketing spend 83% more when shopping.
- Their orders are 44% larger, and they order 28% more often.

## DESH VIDESH OFFERS INDIVIDUAL EBLAST SERVICE IN THE FOLLOWING US TERRITORIES:

- |                           |              |           |                       |
|---------------------------|--------------|-----------|-----------------------|
| • Central Florida-Orlando | • Georgia    | • Chicago | • Washington DC       |
| • Central Florida-Tampa   | • Carolinas  | • Boston  | • Baltimore           |
| • South Florida           | • New York   | • Dallas  | • Southern California |
| • North Florida           | • New Jersey | • Houston | • Northern California |



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