



EXPLORE



EMAIL



SOCIAL MEDIA



BRANDS



FLYERS



CATALOGS

EMAIL MARKETING IS NOW PART OF THE EXCHANGE!

Enhance your digital strategy with automated email marketing.

IN THE MODERN AGE OF MARKETING
AUTOMATION, PERSONALIZED
MESSAGING IS KEY.

*Expand your marketing reach without adding
to your workload. Email marketing, on The
Exchange, syncs with your website provider
to execute a suite of marketing tools on your
behalf, including:*

Product Marketing Campaigns

Special promotions including our supplier spotlight 'Weekly' campaign and targeted 'Purchase History' campaigns.

Automated Campaigns

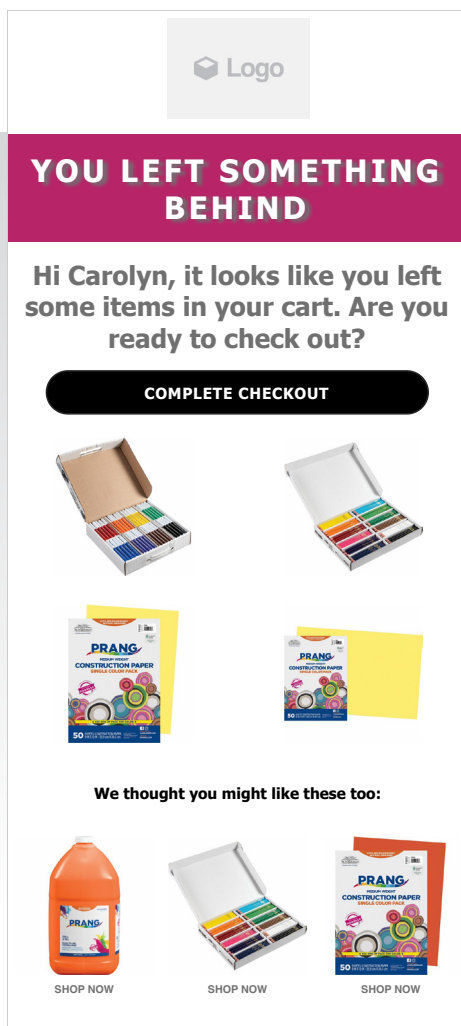
Send your customers the right messaging at the right time with the 'Welcome,' 'Re-Engagement,' and 'Abandoned Cart' campaigns.

SPR Marketing Support

Expand your marketing reach with 'Plus' campaigns that align with SPR's Marketing Calendar

Weekly Analytics Report

Get a detailed performance report on your website and campaigns with a Weekly Analytics & Email Campaign Report.



CAMPAIGN TYPES:



WEEKLY

Supplier spotlight email



+PLUS

Promotional email that aligns with the themes in the SPR Marketing Calendar



PURCHASE HISTORY*

Special promotions based on purchase history



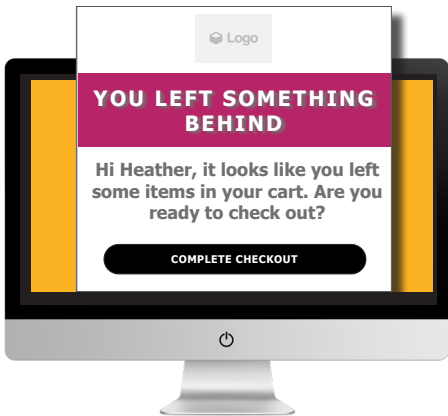
WELCOME!*

Greet first time email subscribers



RE-ENGAGEMENT*

Incentivize customers who haven't been active in a while with a message and coupon code



ABANDONED CART*

An encouraging reminder when customers leave products in their cart without checking out

**Personalized analytics-driven emails only available for compatible website providers listed below.*

COMPATIBLE WEBSITE PROVIDERS:

- BMI

ECI

GOPD

Logicblock
- Prima

Red Falcon

SSI

Thalerus

CUSTOMER TESTIMONIALS:

"With email marketing, we have been able to seamlessly increase customer engagement with professionally produced emails, and recapture lapsed accounts through the use of coupons codes."

Andrew Ives, Office City Express

"Automated email marketing has been beneficial in raising category awareness as we focus on growing our JanSan and Breakroom verticals. Each campaign design is eye-catching and professional which has increased our digital engagement... Combined with the weekly reporting that is provided I highly recommend implementing email into any reseller's marketing mix."

Michael Jaszka, Eaton Office Supply

WANT A DEMO?

CONTACT YOUR S.P. RICHARDS SALES REP TODAY!