

Email Marketing

Information Pack

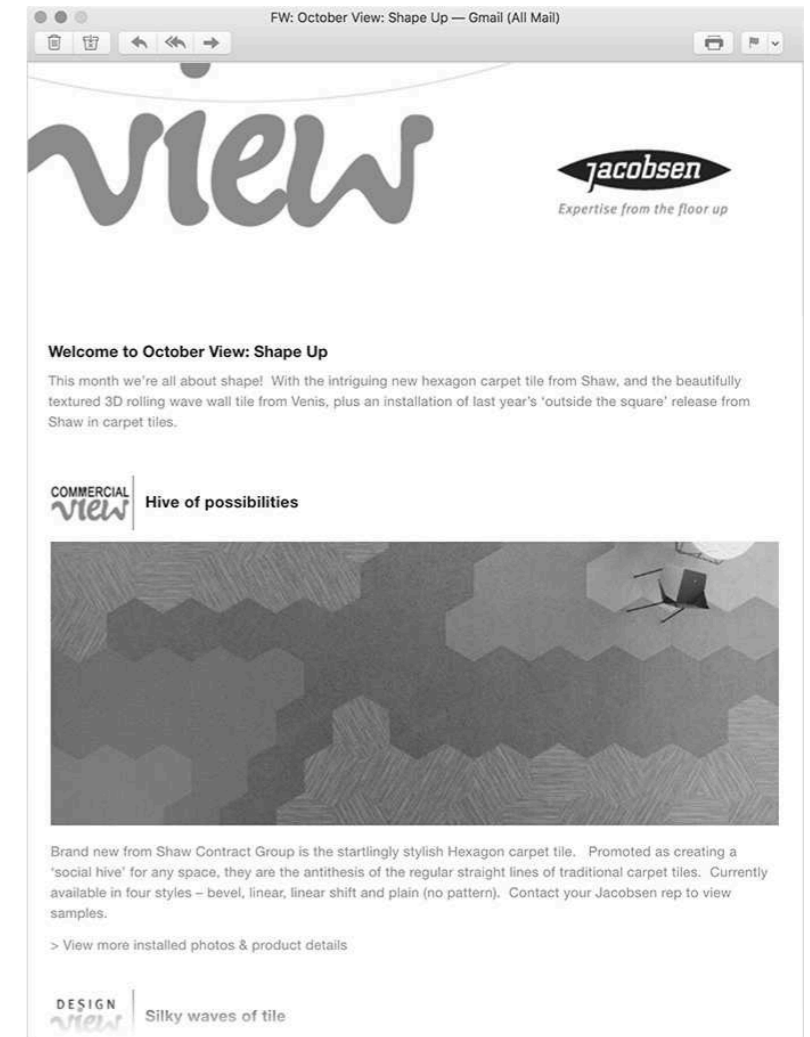
adhesionTM
online marketing specialists

OUR EMAIL MARKETING SOLUTIONS

Tired of emails that don't convert? Let's fix that. Email marketing is one of the most powerful and cost-effective ways to grow your business in New Zealand. With the right strategy, you can turn one-time buyers into repeat customers, boost sales, and stay top-of-mind - without lifting a finger. At Adhesion, we take the hassle out of email marketing with expertly managed campaigns and automation. We work with all major platforms, including Klaviyo, Mailchimp, and Campaign Monitor.

Solution for businesses with existing email:

- ✓ Platform Setup & Integration – We connect your email tool with your website, CRM, and eCommerce store.
- ✓ Custom Email Design – High-quality, mobile-friendly templates that convert.
- ✓ Automated Sequences – Welcome flows, abandoned cart recovery, re-engagement campaigns & more.
- ✓ Promotional Campaigns – Engaging, results-driven marketing emails & newsletters.
- ✓ List Management & Segmentation – Target the right customers with personalised messages.
- ✓ A/B Testing & Optimisation – Fine-tune subject lines, content, and send times for maximum impact.
- ✓ Performance Reporting – Clear, actionable insights so you know exactly what's working.



“ Sit back and relax, your online marketing will be taken care of by a team of magnificent professionals. Excellent reporting and assistance. Direct and fast communication with your account manager. ”

Alex Vitale, Airbus

Contact Us To Get Started Today

0800 234 374 service@adhesion.co.nz www.adhesion.co.nz

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WHY EMAIL MARKETING?

- ✓ **Drive More Sales** – Get more from your website traffic with high-converting email campaigns.
- ✓ **Target the Right People** – Advanced segmentation ensures every email hits the right inbox at the right time.
- ✓ **Automate & Save Time** – From welcome sequences to abandoned cart recovery, emails work 24/7 for your business.
- ✓ **Track & Optimise Performance** – Real-time insights show what's working and where to improve.
- ✓ **One of the Best ROI Channels** – Email beats social media and paid ads when it comes to cost-effective marketing.

klaviyo[®]



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PRICING

Platform set up (one-off): \$999

- ✓ Set up email platform account & campaign structure
- ✓ Design branded email template (assets provided by you)
- ✓ Optimise for viewing on popular mobile phones
- ✓ Load initial database(s) & check for duplicates
- ✓ Set up analytics

Managed Campaign fee: \$349/campaign send

Existing Campaign Analysis and Optimisation fee: \$349/campaign



“ We have been working with Adhesion for a while now for all our online presence, & really appreciate all their experience and valuable input and ideas. They are a great team to work with and I have no hesitation in recommending them. ”

Claire Vial, African Safaris

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WHY CHOOSE ADHESION?

Adhesion delivers solutions across the entire online marketing funnel, from traffic generation to website optimisation and web design. Our focus is to generate leads and sales for New Zealand businesses via online channels.

- ✓ Online marketing specialists with 18+ years experience
- ✓ We work on a performance basis
- ✓ We deliver solutions that generate measurable results
- ✓ We strive to understand your businesses and objectives



TERMS & CONDITIONS

- You must have read and agree to the email campaign platform's terms and conditions
- Pricing excludes GST
- See full terms and conditions on our website

“ Adhesion has built my business amazingly! These guys so know what they’re doing!! ”

Shelly Davies, Shelly Davies Business Writing Courses

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