

Email Marketing

For the company ~ Spectalix

1. Background



- Spectalix developed a white-label UGC video platform.
- Designed for content app publishers (broadcasters, sports clubs, music labels).
- They want to expand their customer base and strengthen their brand.
- Exploring email marketing as a cost-effective channel to engage with their target audience.

2. Objectives

- Increase platform awareness and highlight unique features.
- Drive website traffic for product information and purchases.
- Build and nurture customer relationships for loyalty and advocacy.
- Promote exclusive offers, discounts, and events for repeat purchases and referrals.
- Gather customer feedback to improve the platform.



3. Strategy



- Build a high-quality email list through lead magnets, webinars, social media, and customer referrals.
- Send a mix of promotional, educational, and engaging content to subscribers.

- Content includes product announcements, educational resources, customer success stories, exclusive offers, events, and surveys.
- Balance email frequency to maintain engagement (starting with 1-2 emails per week).
- Personalize emails with subscribers' names and segment campaigns based on demographics and behavior.
- Track metrics like open rates, click-through rates, and conversions for optimization.

- Increase brand awareness, website traffic, and customer relationships.
- Establish Spectalix as an AR industry leader.
- Drive overall growth and success.

4. Conclusion



Results:

P pralin.mehta@twocircles.com Wednesday, Jul 5, 2023 at 3:53 pm
RE: Automatic reply: Chris How sports Apps Can Turn from "Ghost Apps" to Private TikToks
to: koby@spectalixinfo.com

Hi Koby,

Pleased to virtually meet you and by means of introduction I'm a Consultant here at Two Circles working with Chris, who looped me into this thread as am equally curious about the fantastic platform you have built at Spectalix.

We have some high-level questions (listed below) if you could kindly let us know your thoughts, then happy to jump on a call to discuss further.

Initial questions

1. How do you integrate sponsors and track/report on KPIs (e.g. impressions, engagements) in app?
2. What are the rough timelines for low/medium/high integrations with clients of varying nature?
3. Could you kindly share some case studies of different projects or clients (even if anonymised)?
4. Would you be able to share a demo version to log into & use please? Since the 'demo' below is only a YouTube video.

S sjohnston@mvfc.com.au Wednesday, May 10, 2023 at 11:05 pm
RE: Steve Do you think you are using the latest engagement tool?
to: koby@spectalixglobal.com

Hi Koby

I have passed your email through to our Marketing Manager who is best placed to explore further.

Kind regards

Steve



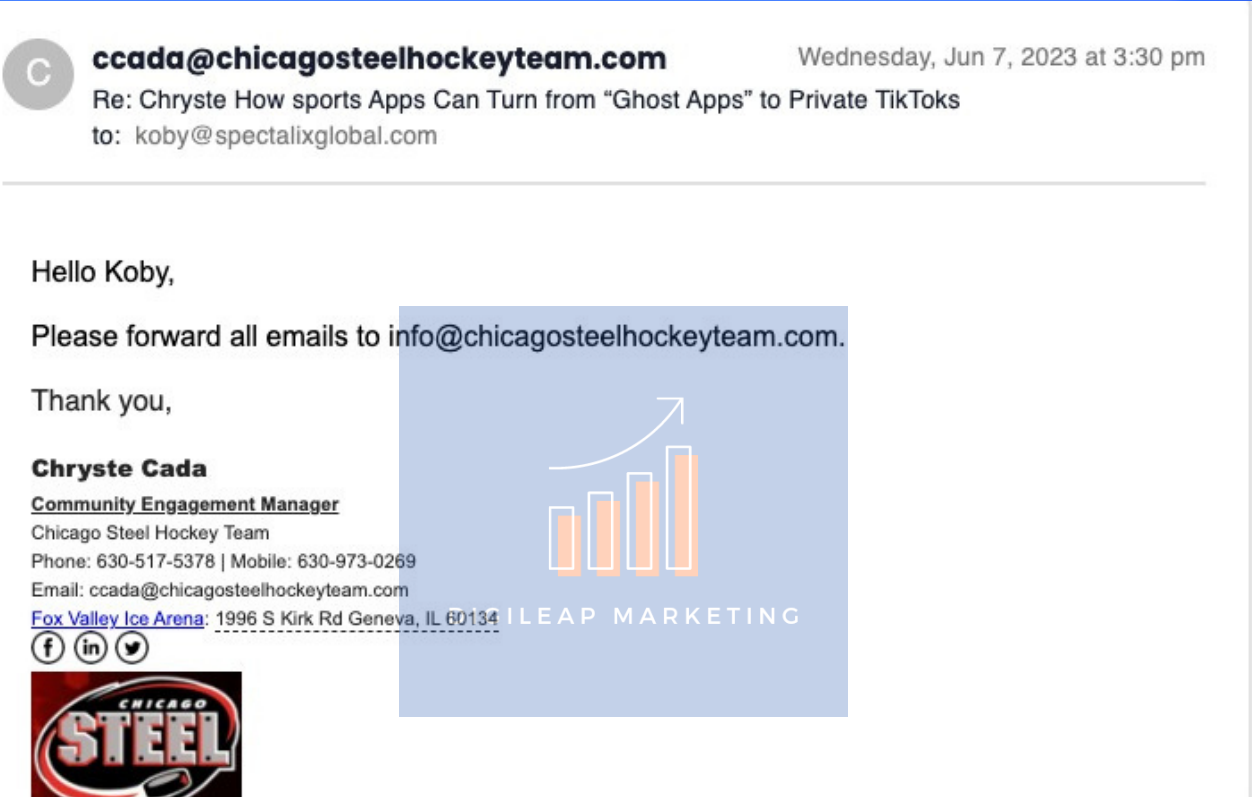
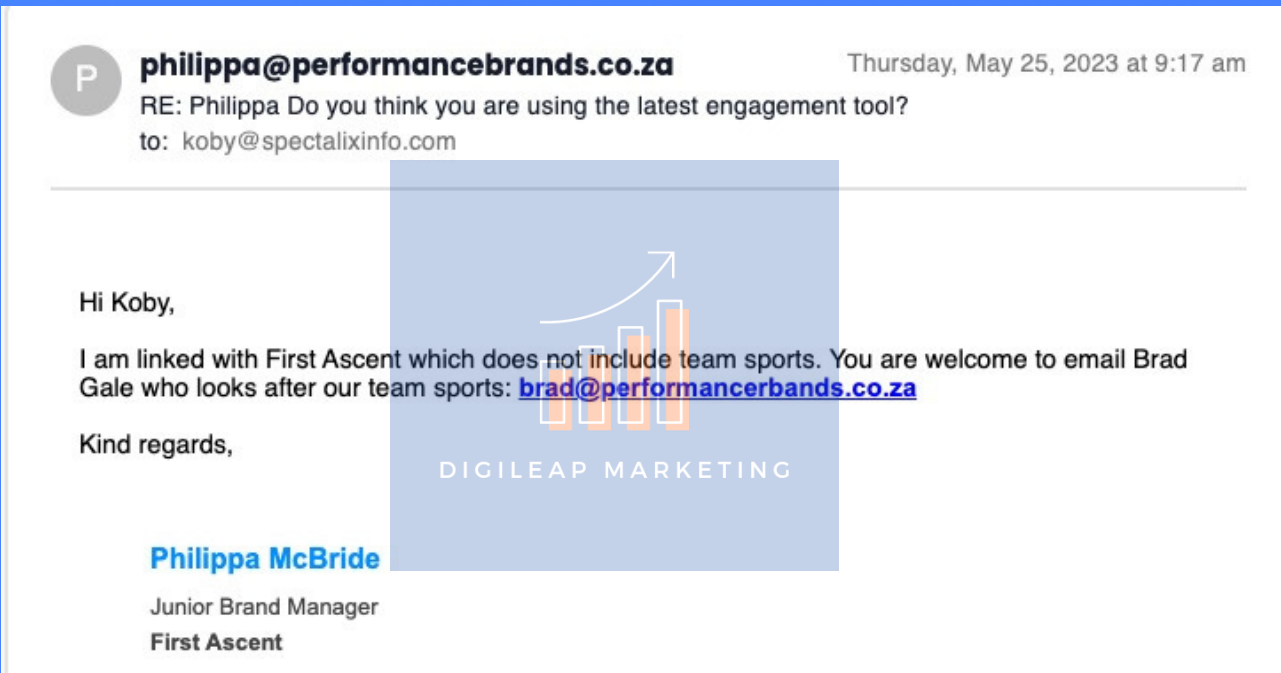
Steve Johnston
Manager | Community Partnerships and Engagement

A asaenz@televisaunivision.com Wednesday, Jun 28, 2023 at 11:41 pm
RE: TelevisaUnivision - My High Five with Lionel Messi
to: marcus@spectalixinfo.com

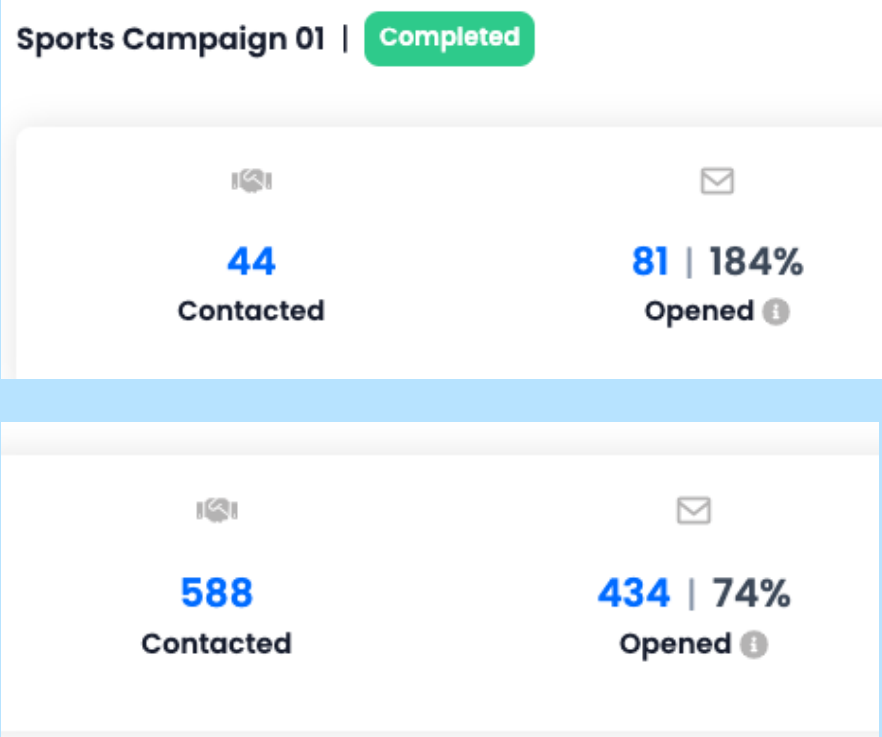
Hey Marcus,

Happy to look at the product, see additional uses cases and understand the business model. Does THU, JUL 13 @ 10am ET or 4pm ET works for you?

Best,
Alex



Open rate:



What client has to say:

