

# Email & social media marketing



**sokoni**advertiser

largest email database in east africa since 2000

## [Early start]

**SokoniAdvertiser** is a solid and stable service that was established way back in 2000 becoming the pioneer in the industry. This is important for advertisers today because they want to deal with a credible publisher and one who has a steady number of increasing subscribers.

## [Growing database]

From only a couple of hundred email addresses at the time of starting the service, **SokoniAdvertiser** now boasts one of the largest subscriber base (78,500 as of February 2014). This database is regularly maintained to prune out inactive email addresses to ensure that service delivery is nearly 100%

## [HTML embed technique]

Subscribers are today bombarded with hundreds of emails each day. There is a constant pressure on bandwidth usage and so if any mail shot is supposed to be received positively by a subscriber, it must be constructed in the best possible manner and in the least possible file size. **SokoniAdvertiser** uses HTML embed technique to link all content to our website [www.sokoniadvertiser.com](http://www.sokoniadvertiser.com)

## [High read and response rate]

Approximately 80% on average is the current recorded read rate and up to 10% is the response rate. This means subscribers are not just receiving the message but also reading and then responding in some cases. Of course, a lot also depends on the advertisement in question and whether it can stimulate a call back, the service delivery part on our side is fully taken care of.

The high rate of delivery also shows our conformity with Anti-spam regulations making it possible for emails to cross servers and firewalls.



### **[A new lifestyle]**

There are many reasons why an organisation may want to opt for email and social media marketing such as higher and faster delivery of personalised ads, etc, but one of the key things to consider is that technology has changed the way we live. People are spending more and more time in front of a screen today rather than looking for a newspaper or a magazine. Most of this screen time is on computers, laptops, tablets and hand-held devices. The sure shot way of communicating your message to a prospect is undoubtedly through an “on-screen” method – email and social media offer you that landscape.

### **[It is about Awareness]**

The most fundamental role of email marketing is to spread awareness, but with the changes in our lifestyle, customers are now resorting to online methods for their purchase decisions. The question is will they spot you when they are searching?

## [Newspaper-like strategy]

**SokoniAdvertiser** provides you more than segmentation and targeting. Through our newspaper-like strategy, your email message is being read by all of the different segments in the market – businesses, professionals, students, housewives, etc, in a diverse geographic area covering much of East Africa. This is because when a service offers pure segmentation, it is bound to kill off any benefits derived from the effects of snowball marketing – whereby there is word of mouth transfer of interest topics as well as electronic sharing of information, as is so frequently the case with email marketing.

## [Newsletter service]

**SokoniAdvertiser** gives you the opportunity to set up your own email newsletter. Formatted to suit different kinds of businesses, a newsletter is often the best way to keep your existing customers informed and impressed. Perhaps, it may be time for you to think that way?

## [Subscription and unsubscription]

**SokoniAdvertiser** used state-of-the art applications to ensure unsubscriptions and subscription requests are taken care of instantly. This is a measure of compliance with anti-spam regulations as well as respects the privacy of subscribers, who may in some cases wish to be excluded from mailings.

**Who does what?**  
Analyze recipients attitudes with  
**TrackReports**

- Send
- Schedule
- History
- TrackReports
- Google Analytics

**How many users read your email?**

## [Social media integration]

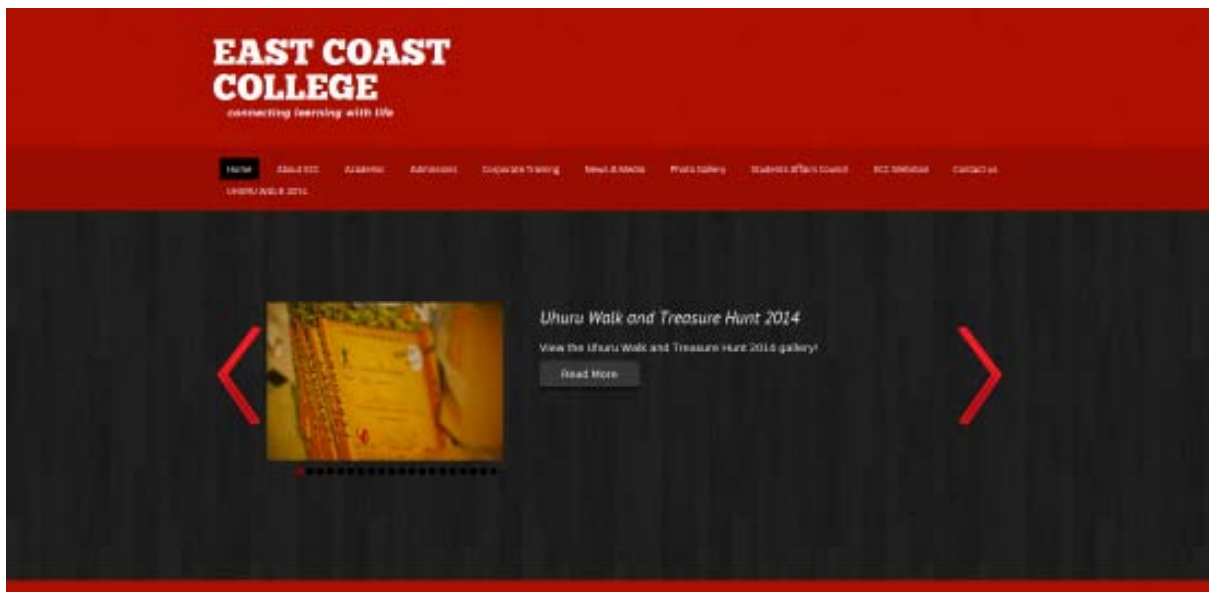
**SokoniAdvertiser** ads are shared across several social media platforms such as Facebook, LinkedIn and Twitter. This ensures your ad is present where the action is.



## [Website traffic]

**SokoniAdvertiser** ads help you drive traffic to your website and subsequently to your business. Through the use of direct links on the email message, subscribers can view your profile and services directly.

Marketing-focussed websites is also one of our passions, and so you will not get stuck in case you cant find a quick, cost effective and result oriented web designed around you!





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