

Award-Winning Strategic Services

Bronto is known for its commitment to exceptional client service, as reflected in both industry recognition and client accolades. Recently, Bronto Software won the 2009 Stevie Award for Best Customer Service Department in the IT industry. The award was not a surprise given that our client renewal rate typically exceeds 95% and over nine of every ten say that their email marketing knowledge has increased as a result of working with Bronto.



2009 Winner

As part of our commitment to making you a better marketer, Bronto offers top-notch, experienced advisors who can help you at every turn. By subscribing to Bronto's Strategic Services, you'll develop a partnership with one of Bronto's dedicated email marketing consultants who will learn your business and collaborate with you on a regular basis. Email marketing is a medium that requires broad knowledge across multiple disciplines; writing, design, and analysis as well as deep knowledge in particular areas; such as inbox rendering, ISP relations, and email marketing best practices. All of Bronto's Email Marketing Strategists have extensive experience in these areas, making them valuable contributors to your marketing organization.

The Email Marketing Strategist's job is to understand your goals and work towards optimizing your results, using a combination of analysis of your current practices, best practices education, marketing strategy sessions and full utilization of the application's features. Ultimately, they provide concrete, insightful suggestions that open up new opportunities to improve your business and a superior level of personalized service that accelerates your email marketing program.

Strategic Services can help:

- Ease your transition to Bronto through step-by-step customized product demonstrations based on your email sending needs.
- Regularly analyze your current marketing practices and suggest ways to optimize your results by adjusting sending frequency, implementing automated message rules, remarketing, integrating with other marketing channels, and more.
- Monitor industry trends, share implementation strategies and provide resources and reference material that make sense for your business model and marketing goals.
- Encourage organic list growth and better quality data by recommending improvements to your sign-up and lead generation process from web site to welcome message, and everything in between.
- Evaluate your messages and offer detailed advice for improving email content, such as text/image balance, calls-to-action, preheaders, optimizing design for various email clients, and effective subject lines.
- Target and segment your subscriber lists to send more timely, relevant messages that hit the mark and make the most of your investment.
- Identify and overcome deliverability obstacles and ensure a positive sending reputation.
- Explore untapped marketing opportunities, share real-life success stories and provide experienced counsel on your email marketing ideas.
- Advocate for you and represent your company's interest within Bronto.

Ask our clients what they think:

"Having an email marketing partner that cares about our business goals makes the difference. Meeting regularly with our Strategist has really improved our campaigns. We spend a lot of time discussing email marketing best practices and brainstorming new ways to improve results, grow revenue and create a better brand experience."

-Katie Holler, Director of eCommerce, D'Artagnan (online gourmet food retailer)