



tomatofish marketing 
Helping you land the BIG fish.

eMarketing...

growing your business exponentially



Start →

Landing the BIG Fish.

Consider what you can do with eMarketing to increase sales leads.

TFMail Approach:

- ✓ Inform and educate
- ✓ Deliver simple, direct message
- ✓ Create unique and memorable eBranding

TFMail Goals:

- ✓ More subscribers
- ✓ More forwards
- ✓ More sales

TFMail Capabilities:

- ✓ Coordinate with current corporate branding / messaging
- ✓ Assist with database build, if needed
- ✓ Develop content
- ✓ Research / write corporate articles for eNewsletter(s)
- ✓ Custom email templates
- ✓ Full design and Spam testing
- ✓ Customized reporting online
- ✓ Compare TFMail data to your Web Site data

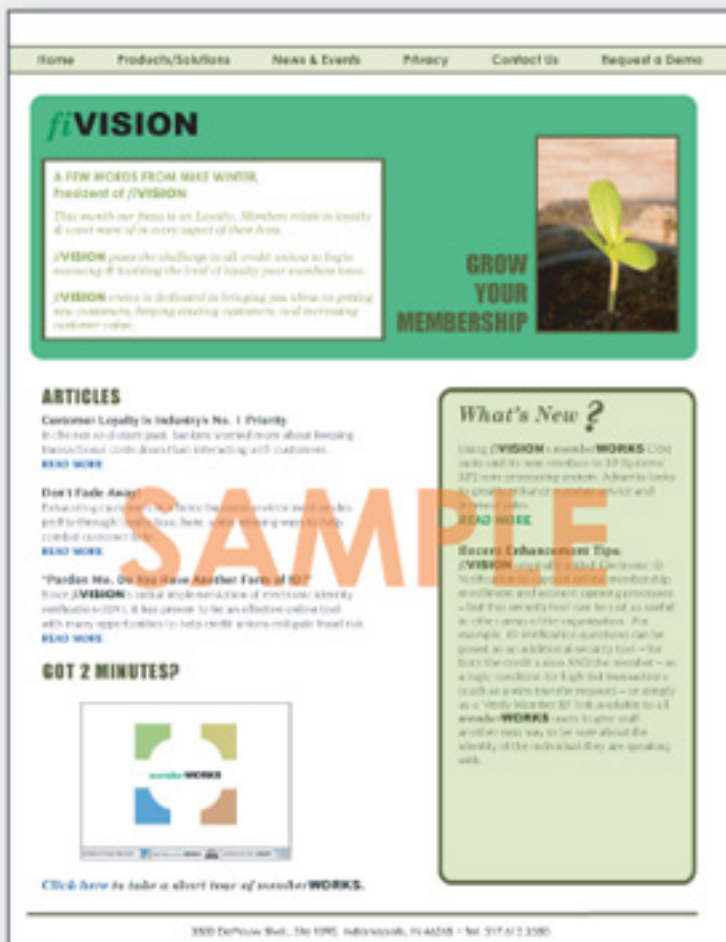


Complex Newsletter

Complex newsletters can include your web site navigation, which links directly to your web site.

Link to articles via an article archive built in HTML for the web.

And links to demos or screenshots of your product.



All eMarketing mailings include a link to an HTML version of the mailing at the top of the email, a link to unsubscribe, forward to a friend, and the Client Address at the bottom of the email.

Simple Newsletter

Simple newsletters include a standard header that matches your branding.

These newsletters are content driven and can include links within the text to articles, news events, blogs etc.



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Single Campaign

Single campaigns can also be used as a method for staying in front of your clients and prospects throughout the year.



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Single Campaign

Single campaigns can also be used to send out invitations to a meeting or seminar.

STONEGATE MORTGAGE CORPORATION
A Private Mortgage Bank

LUNCH & LEARN

Not your typical Lunch & Learn... demystify credit scoring and take control today!

You will learn:

- What drives your credit score.
- How to increase your credit score.
- How you can fix (or fix) your own credit score.
- How to prioritize your payments to keep them from affecting your credit.
- If you have flags on your credit - how to provide a LOE (Letter of Explanation).
- What you don't want on a credit report.


The Speaker: Jim Cutliff

Mr. Cutliff is the President of Stonegate Mortgage Corporation, prior to founding Stonegate in 2005, he worked for GMAC Residential Funding where he was responsible for a \$488 loan portfolio.

Attendees will be given a FREE credit evaluation and report on how to improve their credit scores.

Call to schedule a Lunch & Learn, provided by Stonegate Mortgage.

<Subscription details> Add Contact Info Here >



Testimonial:

"Jim's knowledge of credit and what drives credit scores is amazing. He was able to quickly (within 72 hours) improve one of our client's credit scores by 48 points. They had worked for months with someone else to no avail."

- Lisa Stewart, Springfield, MA

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Holiday Mailing

Holiday mailings speak for themselves.

They are a good way to stay in front of your clients in an amusing and informal way.



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Campaign Snapshot

Our campaign snapshot lets you easily gauge the results of the campaign from a single page. Find out how many recipients opened your email, clicked a link, unsubscribed, forwarded your email to a friend and more.



The TFM eMarketing Analytics Reports that are shown are the most commonly utilized reports for follow-up sales activities. Other reports are available and can be viewed online.

Recipient Activity

Our recipient activity report lets you get down details on your campaign. Easily see who opened, clicked, bounced and unsubscribed. You can even search for a specific subscriber to see exactly what they did with your email.

Recipient Activity Search recipients

ABC Widgets August 2008 Newsletter - Sent 12 Jul 2008, 12:54pm

All recipients	Opened	Clicked	Unsubscribed	Forwarded	Mailbox size
38,389	14,272	4,528	258	41	13

Email address	Name	Total Opens ▲	Total Clicks
dave@fishview.com	Dave Greiner	18	5 (click link)
dave@fishview.com	Dave Greiner	18	5 (click link)
dave@fishview.com	Dave Greiner	18	5 (click link)
dave@fishview.com	Dave Greiner	18	5 (click link)
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dave@fishview.com	Dave Greiner	18	5 (click link)

SAMPLE

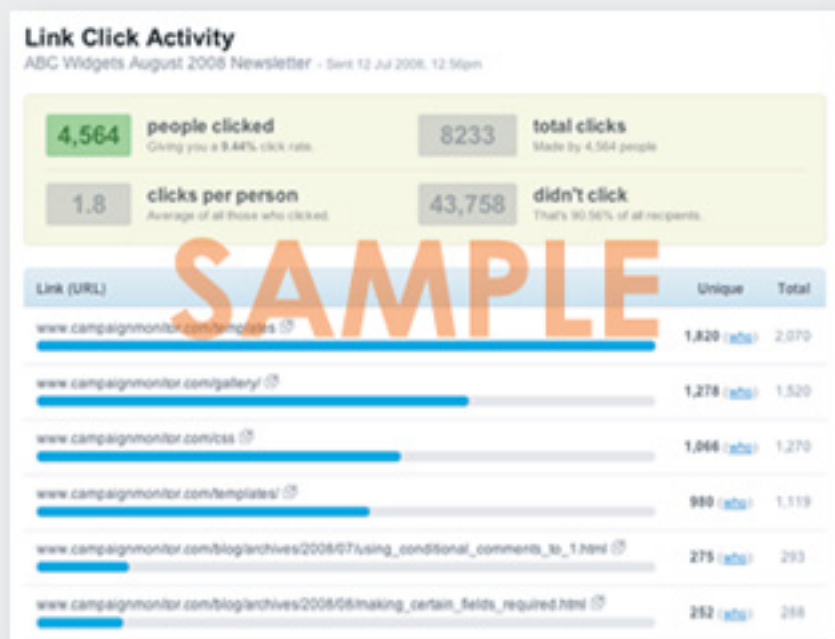
Show 20 per page 1 2 3 ... 19 Next » Export as

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Link Activity

The *Link Activity Report* makes it easy to gauge what your subscribers are interested in.

Not only can you see the total number of clicks for each link, you can also see who clicked the links, when they clicked and how many times.



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Want to test TFMail?

Login at: <http://tfmail.tomatofishmktg.com>

User: demo Pword: demo

TFMail...

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