

# eMail Marketing, Newsletters and List Management

As shown below, we generate bespoke email based newsletters or eCampaigns. This can involve full blown mailing management systems or we can generate the appropriate contacts from existing databases.

We then construct a suitable email and manage the emailing of it to the agreed contact list.

Dear (%FirstName%),

## March Focus Group Invitation

I hope you don't mind us contacting you, but Drink Me Chai would like to get some feedback from their customers and plans to conduct some research during March 2007.



As a user of the product, we would like to invite you to take part in some Focus Groups, which will be held in Central London, close to Holborn underground station.

The groups will be of approximately 6 people, and will last for a maximum of 2 hours. You would therefore probably need to commit to 4 hours in total allowing for journey time to and from the venue.

Focus groups are informal discussions to gauge and judge people's view of products and to ask them questions about other competitive products.



All groups are confidential, and whereas opinions may be used for internal marketing plans, there is never any disclosure of preferences that can be relayed to a persons' identity.

In return for your help, you would receive compensation of £100 for your time, underground/bus or train fare to and from your home, plus some complimentary Drink Me Chai products.

If you wish to participate, please let us know by **EMAIL**. Also indicate which time blocks would be most convenient to you from the list below.

- 18/03/2007 at 10:30 or 14:00
- 21/03/2007 at 14:00 or 17:00

I very much hope you may be able to help us.

Thank you for your time.

Shirley Hamilton  
Managing Director

Drink Me  
Chai

For more information, please see our website <http://www.andacami.com>, eMail us at [listman@andacami.com](mailto:listman@andacami.com) or give us a call on 0845 868 2387 or 07971 694332