

WELCOME KIT

E I G H T L E G G E D M E D I A

Eight Legged Media

3643 N Campbell Ave
Chicago, IL 60618



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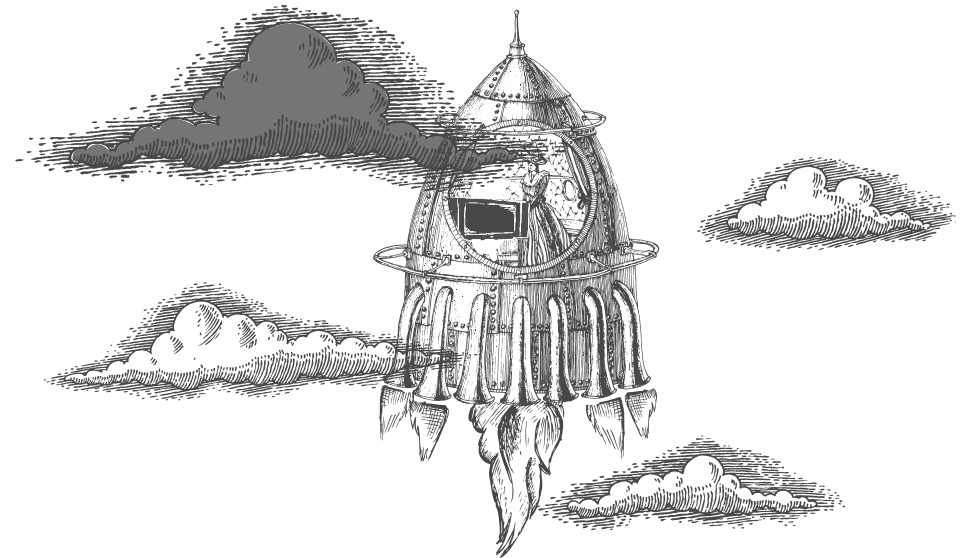
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01

Welcome to engagement

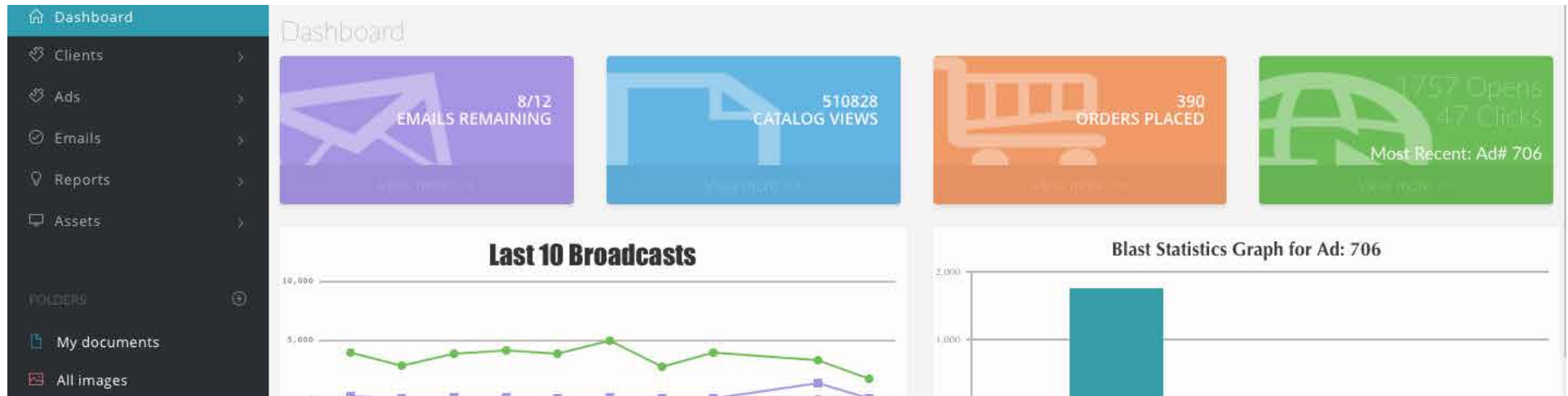
Why is it that before we get married, we say we are “engaged”? The term “engaged” means busy or taken. When we use the term to engage with customers, we mean keeping them busy or occupying them. Obviously, we are not going to keep our prospects and customers busy with us all the time. So, how often do we need to engage and how are we going to measure it?

Engagement should be measured by two factors — interaction and influence. More and more people talk about the “need to engage” customers, without seemingly having any understanding as to what that means. Let’s hope we can start to change that.



The Dashboard

The Dashboard is your doorway to a world of engagement. It shows you what's working, what's not, and provides insight on what to change moving forward. You might be surprised by what you see. We're still surprised every now and then as we notice trends begin to shift, and act on them before the competition even know what the current trends are.



Login Info

URL: dashboard.eightlegged.media
Username: (provided by your rep)
Password: (provided by your rep)

What can it do?

Track email results, manage accounts including multiple lines and marketing programs. Maintain an image gallery that can be accessed by distributors to assist in their marketing efforts. Download leads and distributor order history.

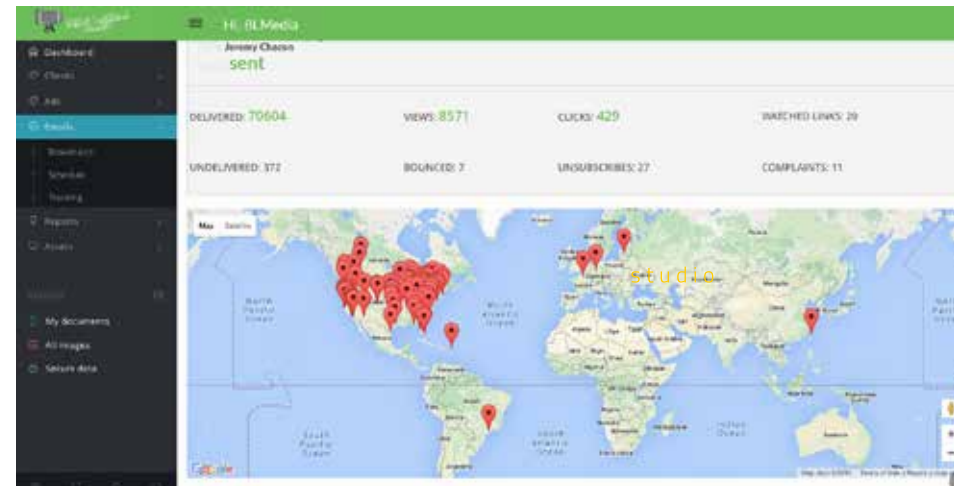
03 How it works

All you need to do is upload art, schedule ad, approve proof, check your analytics, and engage with distributors. Is anything else that simple? Nope. Even submitting a print ad takes more button pushing. We know we do it for some of our clients.



Build

Our creation wizard walks you step by step through the mail creation experience. Its drag-and-drop interface makes building an email as easy as putting on velcro sneakers. Of course if that's too hard we can still build it for you.



Report

Once you broadcast has been sent, not only will you see the REAL raw numbers on everything from delivered, bounces, and clicks! you will can also see where in the world the clicks came from, leads generated, and direct distributor comments.

Email art recommendations

We want you to succeed with your marketing program, so here are what we consider best practices in email art construction. Some of this is the exact opposite of what you will read in text books, but this is the real world, and after 20,000 emails sent we know it works. So please stop asking if we're crazy - we're starting to get a complex.

Broadcast and end user art specifications:

Width: 650 pixels

Height: 450 pixels (recommended, but not restricted)

DPI: 72 dpi

Color Mode: RGB

File type: jpeg/png/gif

Logo in the following format:

Width: 185 pixels

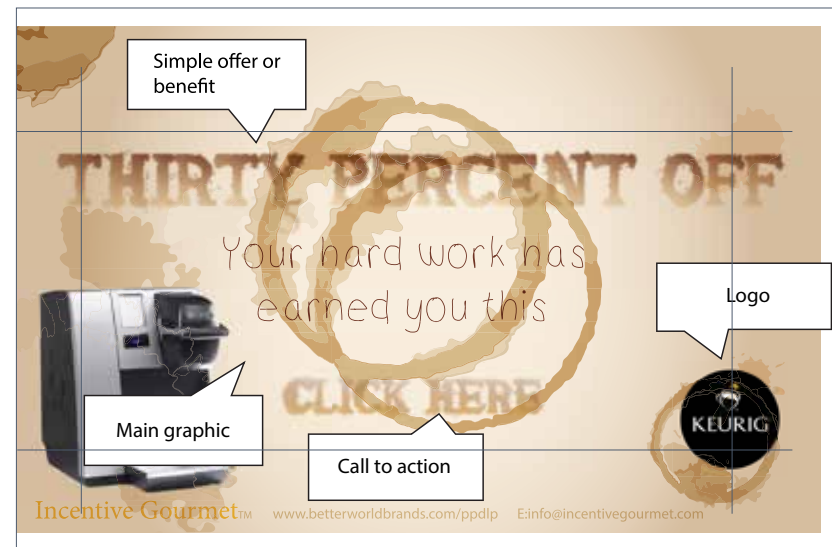
Height: 205 pixels

DPI: 72dpi

Color mode: RGB

File type: jpeg/png/gif/tiff

Please provide your ad 3-5 business days in advance of when your ad is scheduled to go out. To avoid a \$50 "art change fee", be sure your ad is exactly how you want it to appear prior to submitting it to 8LMedia.



Typical response from ads of this type

These recommendations typically produce response rates of between 340 clicks and 750 clicks. Obviously the message in the art file will effect engagement levels with the ad. If you send out art that looks like a catalog page don't be surprised if you get less than 100 clicks. You have been warned. No seriously, you have.



Things we need to get started

We need some basic information from you to get started, and get you in the system.

YOUR LOGO

To increase brand awareness we like to include your company logo in the email template. We usually place it right next to your contact info and link it to your website. It's just a nice thing we do. The specs are on page 6.

COMPANY ABSTRACT

It's going to be hard to believe but distributors actually want to know a little about you. What you do, how old you are, what your personality is like, and your shoe size. Send us a few sentences about your company so distributors can get a feel for the type of people they'll be working with. In some cases this sets the tone for the whole relationship.

YOUR CATALOG

We convert your pdf catalog into a digital, searchable, sharable version that is included in your broadcast and can be used in your other marketing channels. Just send us your catalog in this format:

Layout: Single page
DPI: 150 min

Please ensure all transparent images have been flattened before sending it over.

Subject lines

Short. Punchy. Funny. Edgy. Vague. You want to keep them guessing as to what might be in the email. Name recognition will only generate opens for so long. A good subject is what keeps them opening.

A few examples are:

Missing your morning wood (Subject for wooden cutting boards)

What kind of bird laid this? (Subject for crystal eggs)

We'll give you the finger (Subject for foam fingers)

Email recipients want to be entertained, and if you can give them that, we're sure you'll be happy with the results.

Cannot stress enough

From & Subjects

ARE THE ONLY REASON A DISTRIBUTOR WILL OPEN YOUR EMAIL! YOUR ART HAS NOTHING TO DO WITH OPENS, BUT THE MORE OPENS YOU GET THE MORE CLICKS YOU WILL GET.

07

Landing Pages

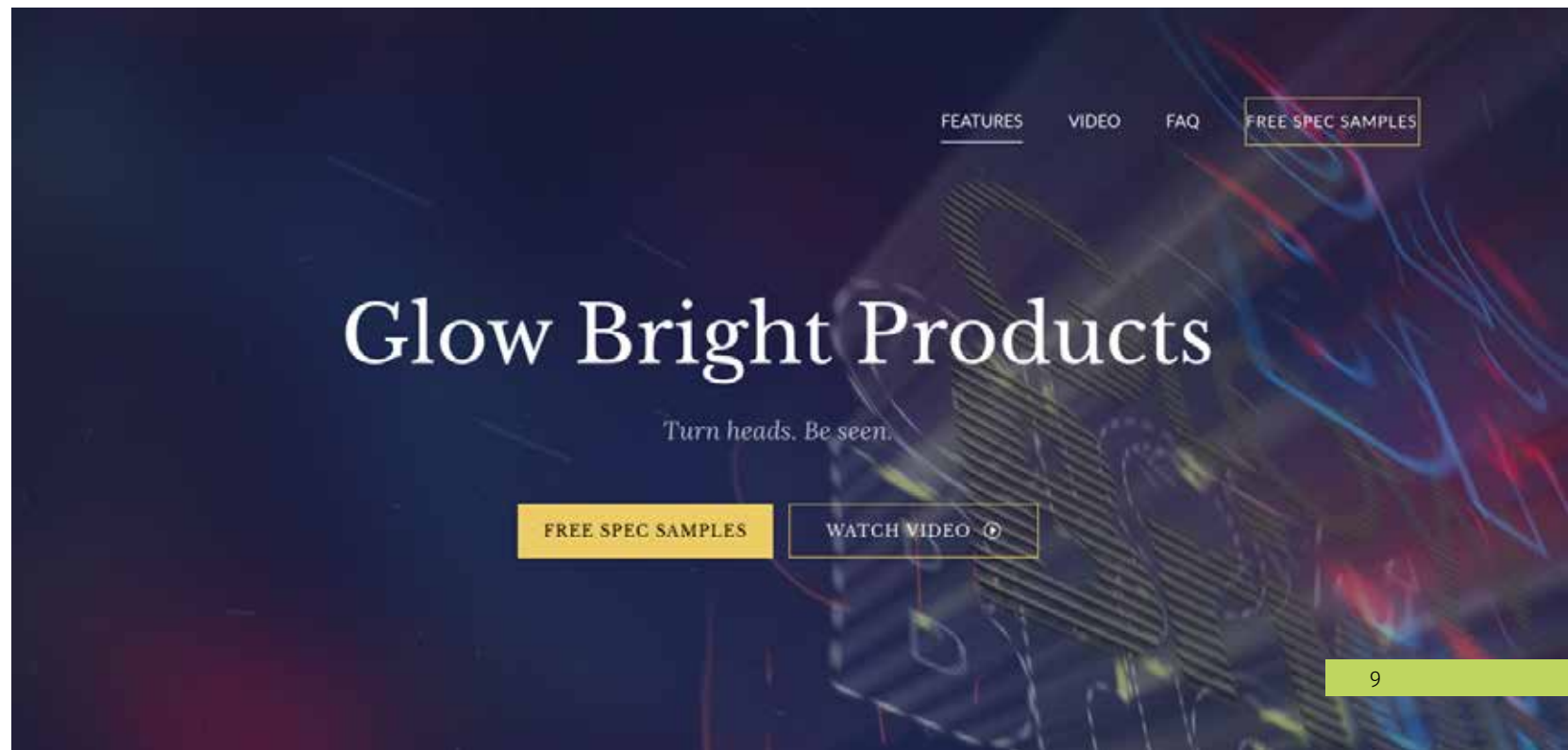
Please stop sending distributors to your homepage. Unless your broadcast was about your new website launch, which looks very nice by the way, no one wants to click an email about a product and then have to go hunt the product down on your site. Landing pages provide so much more than just product info, think video, case studies, and safety tips.

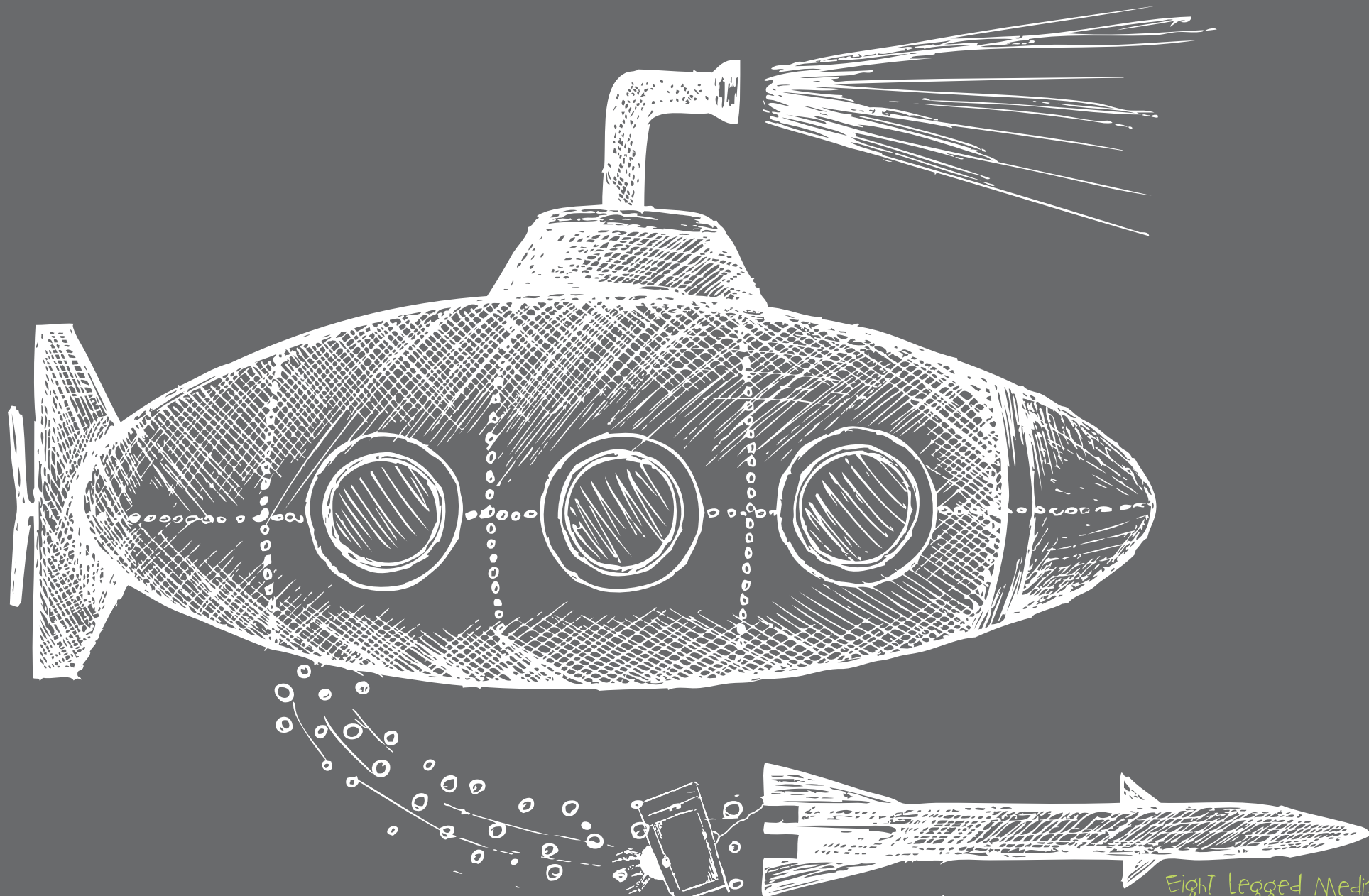
Top 5 Tips

- Keep the Messaging Consistent
- Make it Clean and Clear
- Understand Your Target Audience
- Encourage Social Sharing
- Know What's Next for Them

Features

- Clear Bold Headline*
- Easy to navigate menu*
- Killer call to action*
- Include a video*
- Don't forget a contact form*





Eight Legged Media

We enjoy
engaging
with people

FREQUENTLY ASKED QUESTIONS

WHAT ARE EIGHT LEGGED MEDIA'S GUIDELINES AND WHY?

- 1) Maximum of 10 Broadcasts Per Day From 8LMedia
- 2) No Repeat Advertisements for 90 Days
- 3) Two Ads Per Month Per Product Per Supplier

8LMedia's guidelines are based on the recommendations of the distributors; because we don't send out more than 10 broadcastss per day and no repeat ads for 90 days, the distributors open and view our ads. This results in two things:

- 1) They aren't bombarded with several emails every day
- 2) They open our ads because they know they are going to see something new and something different.

This is how we maintain our 75k distributor list. Subscribers don't opt out of receiving our emails. It also maintains open rate and click thru numbers are significantly higher than any other email marketing services in this industry. There is a difference between email marketing and advertising in that twice per month with an email campaign with one product is more than enough. People hang on to email ads and revisit them if they are interested and like a product. You don't want to over-saturate or lose your subscriber list because then it becomes a negative. Your audience will either contact you immediately or hang on to it for a later date to contact you.

HOW WILL I BE BILLED/INVOICED?

8LMedia will bill on a monthly basis at the beginning of every month ... e.g. one per month for 12 months on a 12 time contract, unless you are on a 6 time or less contract then you will be billed up front for your entire package.

CAN YOU ADD ME (AS A SUPPLIER) INTO YOUR LIST?

We do not add supplier addresses to our distribution list. This is another way we

differentiate ourselves in this industry. We sell and manage access to our lists of distributors sales people to suppliers and make every effort to ensure that only distributors are on the list. Most other email companies will add any address in an effort to build their list and have thousands of supplier addresses on their list that suppliers are paying for. If we add suppliers to our list, in no time our customers will be paying us to reach thousands of other suppliers.

HOW IS 8LM DIFFERENT WITH THEIR STATS AND AD TEMPLATES?

When reviewing your stats on your dashboard, we consider all catalog "views (stats)" as leads. Other services may offer an electronic catalog, however the distributor has to request the catalog to be sent to them.

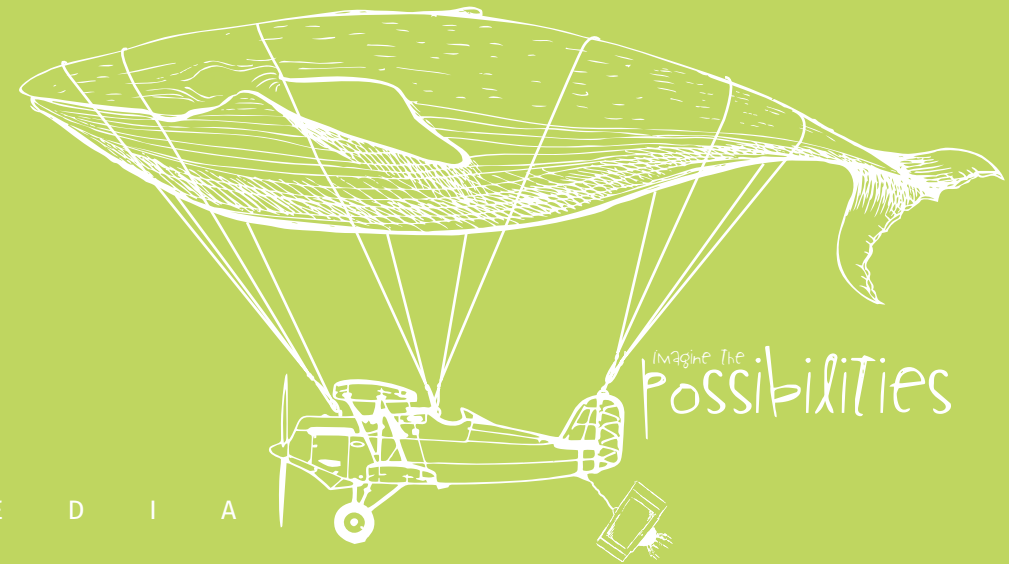
The major differences are you are saving on printing and postage, plus Distributors are getting immediate gratification by being able to look at your ePages (COMPLIMENTARY electronic catalog) right then and there with EightLegged Media.

One question that may come to mind if using other services is, why there is a variance with phone calls that you receive regarding pricing and catalog requests when sending out thru another service compared to that of when you have done an email broadcast with 8LMedia. Again, with 8LMedia's ads, the distributor can go immediately to your catalog without having to wait for it to be sent, and they can see right there on your ePages what the pricing as your complete catalog is right there. Therefore they do not need to call for pricing or to request a catalog. In addition, they can print whatever catalog page they want directly from ePages.

Another thing to keep in mind is when a distributor clicks on the button "contact vendor", unlike that of other services, that page goes directly through your email system...e.g, outlook, etc. Therefore it is not trackable in our system. The reason we did that, was to ensure that the email gets to you as opposed to going through a back end system where that isn't always guaranteed. Not that any system is guaranteed, but it is a stronger guarantee when sending it through an email client as you can see for yourself that it has in fact gone through, plus you can ask for a read receipt and send receipt.

REACH EVERYONE

E I G H T L E G G E D M E D I A



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