

Free Email Marketing Service (Free Shout Out)

Executive Summary

Overview

The COVID-19 pandemic has spread with alarming speed, infecting millions and bringing economic activity to a near-standstill as countries imposed tight restrictions on movement to halt the spread of the virus. As the health and human toll grows, the economic damage is already evident and represents the largest economic shock the world has experienced in decades.

Objective

The objective of this initiative is to help promote our customers' products and services to our broad clientele base. This will help our customers to reach out to a much bigger base in hope for more sales from this new clientele base.

Deliverables

We will use customers' email server to email their products and services write up to our clientele's database of more than 50 thousand unique Directors, Managers, and Purchasers based in Singapore.

Eligibility

Eligible companies are automatically included in our Free Shout Out. The criteria is as follows:

- Every purchase of agreed amount worth of products from Elegance Uniforms will entitle 1 slot of email marketing to our entire clientele base.
- The period is for customers who purchased from 15 July 2020 to 31 Dec 2020.

How it works

Our Marketing Team will request for an email account to be set up for email marketing purpose. This account will also be used for reply-to address. We will also request for email content to be sent out to our clientele base. If there are any interested parties in the clientele base, they will directly reply to the email.

As the clientele replies directly to the email account, the email will not go through us and we do not charge any referral fee or commissions for this service.



a Singapore Together initiative

Frequently Asked Questions

Are you in breached of PDPA act?

The data protection provisions in the PDPA (parts III to VI) generally do not apply to:

- Any individual acting in a personal or domestic basis.
- Any employee acting in the course of his or her employment with an organization.
- Any public agency or an organization in the course of acting on behalf of a public agency in relation to the collection, use or disclosure of the personal data. You may wish to refer to the Personal Data Protection (Statutory Bodies) Notification 2013 for the list of specified public agencies.
- Business contact information. This refers to an individual's name, position name or title, business telephone number, business address, business electronic mail address or business fax number and any other similar information about the individual, not provided by the individual solely for his or her personal purposes.

Furthermore, we do not give away data. We merely help to do a email marketing service to our clientele base who are business contacts. Our business contacts are free to delete the email if they do not require the product or service.

Why must I purchase anything to access your free service? Since it's free service, there should not be any terms and conditions tie to it.

The rationale behind this initiative is for local business to help one another. We are local business too. We help you, you help us back in return.

I don't have Email Server or Email Content. Can I just take the clientele database from you?

No, we are providing Email Marketing Service and not giving away customer database.

How do I know email marketing will work for my business?

Email marketing is up to 40 times more effective than social media, according to a study done by McKinsey & Company. The same study also shows that the buying process happens 3 times faster than in social media. Statistically, there are indicators that show the growing potential of email marketing.

Anyway, this is a free shout out service, you do not lose anything.

How do I know if you really sent out to 50k customers?

You should be able to get a log file from your email provider on the number of emails being sent out during the said period.

How do I know if your customers are relevant to my business?

Our clientele base ranges from Manufacturing, Built environment, Trade and connectivity, Essential domestic services, Modern Services, and Lifestyle. There will be certainly some customers in the list who will require your service.