PostBox Services

YOUR EMAILING PARTNER

WELCOME TO
POSTBOX CONSULTANCY SERVICES

We are the most complete email delivery technology and consultancy services provider

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INTRODUCTION

In this digital age, you have to stay one step ahead in the digital race not only to make your presence felt but also to set industry standards. Most companies are not aware of the impact a brand and domain's online reputation can have on the actual business. We are talking about the digital presence and reputation. This is subliminal and different from the reputation which a company builds by winning customers through its high quality products and services and creating goodwill in the market. Actually, instead of separating online reputation and actual market reputation, you should use the synergy to create your own unique identity and reputation.
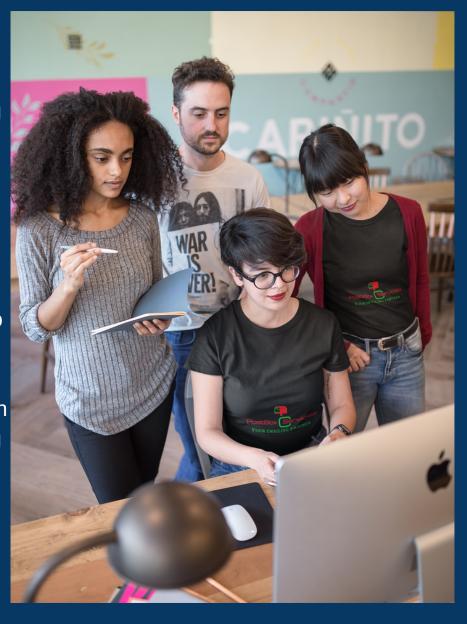
Brand and domain's online reputation impacts your search engine optimisation, effective reach of your social media campaigns and deliverability of your emails. These factors become the life line to businesses which depend on various forms of digital streams for business acquisition, delivery and overall revenue generation.

Email delivery is a vital piece in the big picture of several established companies worldwide, since emails are very time sensitive in nature and its timely delivery is crucial to the company and to its end consumers.

Of course, you can't downplay the importance of emails like promotional or customer engagement emails since they help companies not only in customer retention but also in generating sales. But managing emails infrastructure and delivery can be a daunting task as it needs specific tools, technologies and skills.

This is where PostBox Consultancy Services is the 'Go to' service provider for the most comprehensive email services. We have a team of specialists in building and managing emailing infrastructure, custom-designed to your requirements. We help you in getting your emails delivered and also demonstrate our wide range of solutions in Deliverability. We can help you building the online reputation which not only helps in better deliverability but would also help in your search engine ranks and social media campaigns.

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EMAIL DELIVERABILITY AUDIT

Email Deliverability is defined as the percentage of emails which are meaningfully delivered to the inbox of your recipients and not getting sucked by spam. When people face deliverability issues they usually check the IP and domain blacklisting.

But deliverability of emails depend on numerous other factors. ESPs like AOL, Yahoo, Gmail, Outlook are continuously evolving their algorithms which decide the placement of the emails. And these algorithms take number of parameters in to consideration.

An efficient email deliverability audit would require checking all aspects of your emailing which are impacting the deliverability, some of these aspects are :

- Inbox Placement Review with Seed List Testing
- IP and Domain/Sub-Domain Reputation Review
- Email Authentication (SPF, DKIM, DMARC) Review
- Content Review, Service Provider Setup Review
- Data Management Review – Unsubscribe,
- Feedback Loops, Bounce Handling
- Review of your campaign management practices

PostBox Consultancy Services conduct very detailed audits on your emailing system and we have an exhaustive checklist to check all the nitty-gritty's of your emailing.

The findings from audit are compiled in a detailed PDF report and includes all next steps and recommendations. We walk you through the report over a call, answering all your questions about the audit report. Please contact us if you need more details and are interested in an audit on your system.

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EMAIL PLATFORM

We all know the importance and convenience of Email not only as a cutting edge business tool, but as a strategic electronic communications medium. Most of the companies use emails in two ways - (1) every employee has a mailbox which is used for personal communication, (2) bulk emails which may go as transactional or promotional emails.

Most of the companies use third party platforms for their email requirements. But using these third party platforms may not be cost effective. They do not know that these platforms can be easily built and managed in-house.

PostBox Consultancy Services can help you build and manage your email platforms in-house. We can customise the platform as per your requirements. If you need a platform which can host email boxes of few hundreds/thousands of your employees, we can help you with a very effective platform. If you need a platform to send transactional emails we can help with that too. If you need a platform to send few million promotional emails daily we can help with that as well.

We would help you in acquiring required infrastructure, licenses, tools and would build the complete platform to your satisfaction.

The new platform would not only have all features which you were using in your existing platform, comply to all industry best practices but it would perform better in terms of speed and deliverability. Please reach out to us with your requirements.

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EMAIL MARKETING AND CAMPAIGNS MANAGEMENT

While email campaigns (Newsletters, eBooks, Whitepapers, Promotions, Drip Campaigns, Event Invites) is a great way to engage your loyal fans, it can actually take a lot of your time to just keep these campaigns running. We recommend you take that off your plate and focus on running your business.

PostBox Consultancy Services will manage your campaigns and will keep bringing customers through the door. We can implement different tools to your requirements.

We will manage your day to day campaigns, and will schedule, monitor and analyse them.

- List development, nurture and segmentation
- List warm up and reengaging old customers
- Detailed analytics and Daily/Weekly Reporting
- A/B Testing
- Drip Campaigns
- Auto responders
- Transaction emails
- Affiliate Marketing emailing

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OTHER SERVICES

IP WARMUP

If you have recently built a new email platform or have migrated to a new platform and looking to warm up your new IPs, domains and overall system we can help with that. Usually warmup term is only used for IPs but its important to warm up your new domain and system as well. We can carve out a strategy for that and execute it for you.

ONLINE BRAND AND REPUTATION MANAGEMENT

Your brand and domain reputation impacts your email deliverability a lot. You can not just purchase a domain, configure it with an ESP and start sending out emails. Even if a proper warmup is done for a new domain but the domain's online reputation is not built, you would start seeing the deliverability issues very soon. We can help and guide you on how to build your domain's reputation online quickly.

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APPLICATION AND TOOLS SELECTION AND IMPLEMENTATION

Email marketing needs a lot of tools - email boxes, ESPs, self hosted frontends, blacklist monitoring tools, deliverability monitoring tools and sometimes you also need infrastructure on cloud to host some applications. With so many tools and apps available in market you get confused ass to which tools fit your scenario. We can help with tools selection, implementation and optimization.

Email Infrastructure and Platfor
by postboxservices.co

EMAIL LIST CLEANING AND HYGIENE

If you have an email list which is quite old and not used for some time, or if its quality is questionable, it is advisable not to use it for email campaigns without cleaning it. Cleaning removes all invalid and bouncing email addresses. We can help you with this list cleaning and hygiene.

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At Postbox Consultancy Services we try to think of solutions for every imaginable problem that you may encounter in emailing. If you happen to face any new problems we will be glad to take it up as a challenge.

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