

email@marketing underground construction

eMail marketing is a proven means of reaching large numbers of prospects to introduce brands and products/services

- An effective method to support and augment your overall advertising strategy
- Well-designed eMail campaigns promote your brands and products/services to a focused group of prospects who meet your target criteria



- eMail campaigns may also be configured as a custom eNewsletter
- Many companies attempt eMail campaigns themselves, usually with limited success – an *Underground Construction (UC)* eMail Campaign offers a better answer

Target Your Message to specific buyers and influencers

Benefits & Advantages - UC Webinar Campaign

- Leverage *UC*'s recognized, trusted brand
- 40,000+ available qualified contacts – underground utility infrastructure construction and rehabilitation industry decision makers and influencers
- eMail marketing software system
- Campaign metrics reporting
- Advice - *UC* expertise available in tactics, design and production

How it works - UC Webinar Campaign

- Customer provides eMail content elements, including text, supporting images/diagrams, eMail subject, eMail header, hyperlinks, etc.
- *UC* assembles eMail document (HTML) from customer materials
- Customer selects contact list size (up to tens of thousands)
- Customer selects contact list segments to match desired audience (industry; demographic; geography)
- *UC* assembles qualified mailing list
- eMail is scheduled and issued

Available Features

- Single campaign, or multiples in the same version, or variations
- Flexible eMail size and format
- 4 color, HTML format
- Supporting promotion available on various *UC* brand platforms (website, eNews, social media) to maximize exposure
- Post eMail metrics report

Leverage *UC*'s recognized, trusted brand and **40,000+** contacts

Reply Reply All Forward

Ditch Witch, "We're In This Together"
From: Underground Construction

We're In This Together

From corporate management, support staff, marketing and sales, the dedicated people who build our products and throughout the industry's best dealer organization, we interact every day with our customer/partners: "We're in this together."

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Tweet Share Share Forward

HDD Units Updated To Match Customer Needs

Today there are Ditch Witch HDD models ranging from 5,000 to 100,000 pounds of pullback, with three All Terrain (AT) models with a mechanical drilling system for drilling through rock (see chart on page 4 listing models and basic specifications). Read more...

HDD Advisor™ Effectively Matches Job Components Before The Bore

The HDD Advisor is an intuitive, web-based tool that helps select the right downhole components for Ditch Witch and Vermeer® HDD equipment for the soil conditions of a job.

The advisor tool is free and can be accessed by computer, tablet or smart phone from the office or the field. "There's nothing in the industry like the HDD Advisor," said Jaime Wines, director of parts sales

New Axle FXT50 Vac Offers Versatility

Dual-purpose vacuum excavators have become a common sight on horizontal directional drilling projects, but most are trailer-mounted models used to keep work sites clear of drilling fluids escaping the



Why do marketers choose email?

It's greener. Both environmentally and financially.

CONSUMERS PREFER IT!

Email is the preferred method of commercial communication.

Pricing

Pricing is dependent upon options and features elected, parameters, and sizing. *UC* eMail Marketing pricing starts at \$500. Contact your Sales Representative or UCInfo@ildom.com to discuss options, and obtain a quotation.