

KLS Direct Marketing Email Blasting



KLS Direct Marketing has been the leader in ethnic direct mail nationwide for 21 years. Now, KLS Direct Marketing offers advertisers the option to have their advertising e-mail blasted to consumers in specific zip codes, nationwide, or different states!

The email blasts go out from KLS Direct Marketing White-Listed Can Spam compliant servers, which ensures that the email will reach your recipients' inboxes and not their spam folders. Advertisers will have access to tracking devices which will allow them to see how many e-mails went out and how many were opened by the recipients. KLS Direct Marketing can take an advertiser's ad from any form of print (newspaper, magazine, or direct mail) and convert it into HTML format, or design the client's ad at no charge and send it out in the blast.

Pricing is determined on the amount of e-mail blasts that go out. The higher amount of e-mail blasts, the lower the CPM. Each e-mail blast proposal is custom-designed for each advertiser's budget.

Email blasting: bringing a billboard to the consumer's computer !