

EMAIL MARKETING PROGRAM

Powerful email marketing made simple

Are you capturing email addresses from your customers? Email is the most cost-effective way to reach your customers to inform them about your weekly ad, events and promotions. UNFI Digital Marketing offers a customized approach to building or running an email program. We'll show you how to build a program using industry best-practices no matter what size your budget is.

Full Service Email Program

Our team will help manage your Email marketing program. Program services includes email graphic design, ad links, email sends as well as subscription list management. Participants will also be included in CPG offer emails developed by UNFI.

Email Services Include:

- Graphic Design support inclusive of:
 - Creation and maintenance of email templates
 - Layout, images, graphical and copy treatments
- Linking ad and featured products straight to your e-comm site for easy purchasing
- Provide images based off your ad for more visual cues to push sales
- Copy writing and copy editing
- Ensuring campaigns are compliant with all legal requirements
- Coding and QA testing all campaigns prior to deployment
- Scheduling campaigns for deployment
- Subscription list management

Email Program Pricing

- Mailchimp subscription fees
 - Simply set up your own account and the Mailchimp fees are paid direct
 - Pricing varies depending on the number of subscribers each you have
 - Must have an "upgraded account" to allow UNFI access to send emails on your behalf
- UNFI management fees – billed on your retailer invoice
 - Initial Set-Up/Coordination Fees (Program integration) = \$75/hour
 - Template Design = \$250/template
 - Content Management/Design Fees = \$150/hour
 - Email Blast = \$100/email

RETAIL MARKETING



WHY CHOOSE UNFI?

Our digital marketing team has over 160 years of combined experience and can help you kick start your email program. This expert team sends out more than 300 million emails each year which includes more than 1,000 unique email sends.

We are the supermarket grocery experts who know the retail business, so we understand how to communicate and better engage with your customers.

[SIGN UP TO LEARN MORE](#)

Some services may not be available in international markets.

Questions? PSSales@UNFI.com

Browse more value-creating business solutions at services.unfi.com or [view our brochure](#).

