



BECK Digital Introductory Email Campaign

**YOUR MARKETING +
TECHNOLOGY PARTNER**



We are driven by **creativity and innovation**, and our team members are leaders in their field.

We thrive on **redefining the digital space** for our clients.

Agency Background

Since BECK's launch in 2002, we've been fiercely dedicated to developing living, breathing technologies that solve business problems. We create digital solutions that help clients surpass business goals, streamline operations and increase revenue.

Our approach is interdisciplinary, combining strategy, research, interactive design and advanced technology solutions. Our email marketing expertise is built on our deep understanding of user experience, content marketing, and digital engagement strategies that generate demand for our clients' brands and products. Plus, we specialize in the development of custom websites and applications, and enterprise-level business systems, ensuring we've got the technical chops to back our digital marketing services.

At BECK, we believe in clean and functional interfaces that harness data and enhance the customer experience. We know brand engagement is key for digital success. Thus, we strive to develop client solutions that improve user behavior and satisfaction, and in doing so, generate subsequent, ongoing demand for our clients' brands and products.

IN SHORT, WE CRAFT EXPERIENCES THAT DELIVER RESULTS.

DIGITAL CAPABILITIES

THE RIGHT TOOLS TO HELP YOUR BUSINESS GROW



IF YOU ARE LOOKING FOR A RELIABLE DIGITAL MARKETING PARTNER, LOOK NO FURTHER.

We go beyond just setting up a MailChimp account—we work as an extension of your marketing team to build subscriber lists, craft compelling messages, and analyze performance to continuously refine your email strategy. Our experience with MailChimp's platform ensures your campaigns will leverage the full power of this robust email marketing tool while maintaining brand consistency across all customer touchpoints.

From digital advertising and search engine optimization to Amazon storefront integration and custom software development, we have the expertise and tools to help your business establish a powerful digital presence.



WEBSITE DESIGN



CUSTOM SOFTWARE



TECHNOLOGY CONSULTING



DIGITAL MARKETING



ECOMMERCE & AMAZON



SEARCH ENGINE OPTIMIZATION



ONLINE ADVERTISING



WEBSITE SUPPORT



WEBSITE HOSTING



WEBSITE MAINTENANCE



REPORTING & ANALYSIS



GROWING AMBITIOUS BRANDS

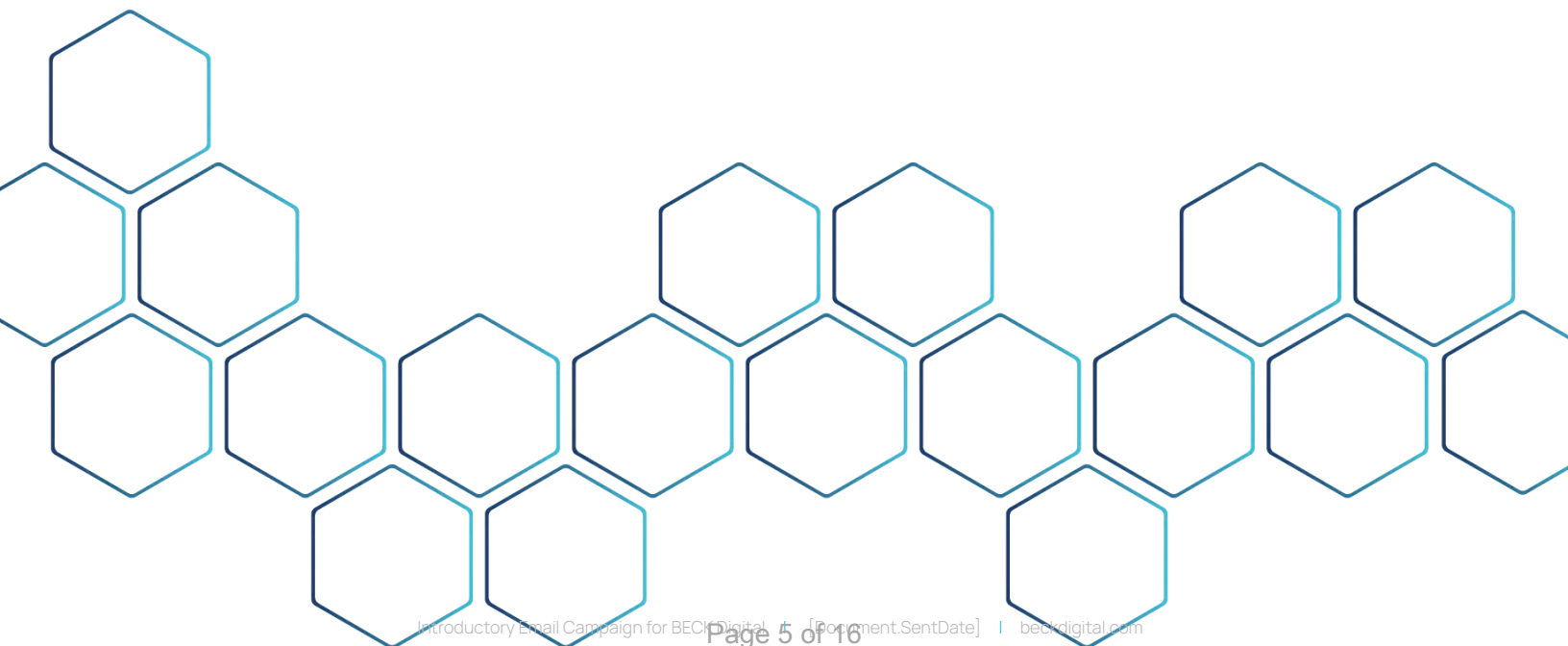
At BECK Digital, we take pride in our diverse client portfolio, spanning startups, local businesses, leading manufacturers, and healthcare systems. Each partnership is unique, and we tailor our approach to help every brand achieve its goals. Here are some of the valued clients we've had the pleasure of working with.



EMAIL SERVICES

At Beck Digital, we don't just send emails, we create strong, performance-driven campaigns that engage your audience in meaningful ways. Our email marketing expertise is driven by a focused, hands-on content team with dedicated email marketing professionals. We have successfully executed targeted email plans with companies across multiple industries, staying ahead of the curve through the latest research, intelligent tactics, and top-of-the-line automation tools. Whether you need to nurture fresh leads, reactivate dormant contacts, or make a new product announcement, we apply a thoughtful, data-informed strategy to each and every send. Using intelligent segmentation and personalization that appeals directly to your customers, we ensure that your emails don't just get into the box, they get actionable results. With Beck Digital, you are working with a team committed to expanding your audience, building your brand, and achieving the best results in every campaign.

- Email Campaign Strategy & Planning
- Email Template Design & Development
- Email Automation & Workflow Setup
- List Management & Segmentation
- A/B Testing for Subject Lines & Content
- Email Deliverability Optimization
- Analytics & Performance Reporting
- Landing Page Integration for Lead Generation
- Personalized Content Development
- Multi-Channel Integration (e.g., SMS, Social Ads)



WORK EXPERIENCE

KYMCO USA

(2023-current)

Dealer database management, email campaign distribution, dealer portal support, nationwide dealer network coordination

BECK Digital partnered with KYMCO USA to enhance communication and operational efficiency across their extensive dealer network of over 379 locations throughout the United States. Our team managed KYMCO's dealer database, ensuring accurate and up-to-date information for all dealerships. We facilitated the distribution of mass email campaigns to dealers, providing critical updates and detailed instructions on utilizing KYMCO's dealer portal effectively.

To support KYMCO's mission of maintaining a robust and thriving dealer network, we developed tailored email templates and segmented communications to address the unique needs of dealers across various regions. These efforts ensured that every dealership received relevant, actionable information, from product updates to promotional opportunities.

Additionally, we worked closely with KYMCO to streamline portal access and usability, empowering dealers to manage inventory, service requests, and customer inquiries more efficiently. By integrating data-driven insights into our campaigns and leveraging automation tools, we helped KYMCO strengthen relationships with their dealers while improving operational consistency across their national footprint.

Our collaboration contributed to better dealer engagement, enhanced brand alignment, and improved support for KYMCO's growing network of powersports dealers.

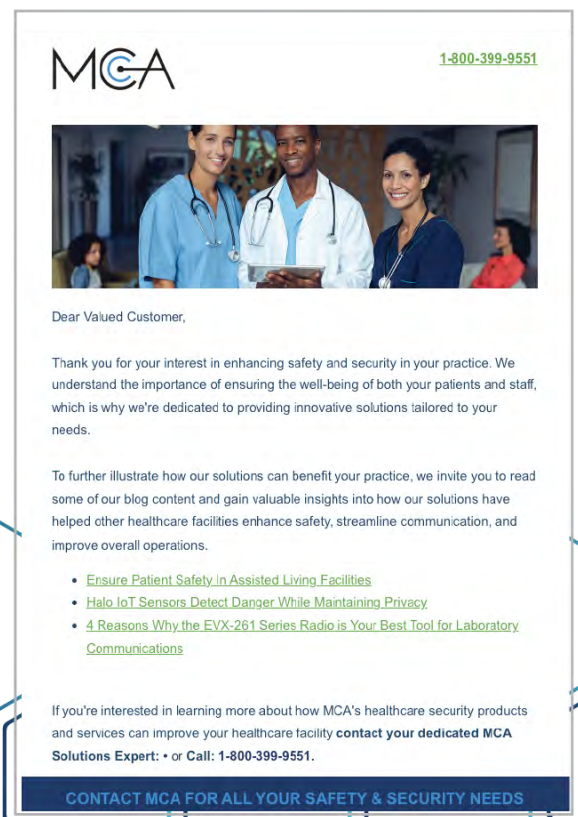
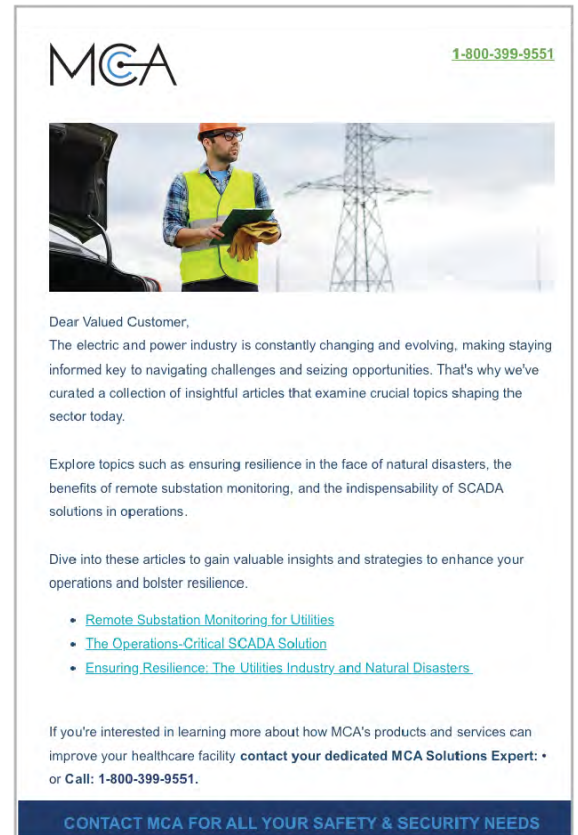
WORK EXPERIENCE

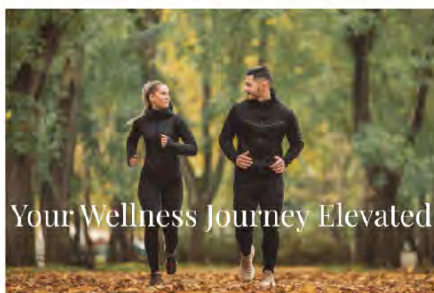
MOBILE COMMUNICATIONS AMERICA

(2022-current)

Email campaign strategy, template design, automation workflows, analytics & reporting, segmentation

BECK Digital collaborated with Mobile Communications America (MCA) to develop a series of targeted email campaigns aimed at increasing product awareness and driving customer engagement. We designed custom templates that aligned with MCA's branding while optimizing for mobile responsiveness. Using intelligent segmentation and automation workflows, we delivered personalized content to distinct audience segments, including industry-specific updates and product promotions. The campaigns achieved high open and click-through rates due to A/B testing of subject lines and strategic calls-to-action. Additionally, our performance reporting provided MCA with actionable insights to refine their marketing strategies. These efforts helped MCA strengthen relationships with existing customers while generating new leads across their service areas.





Your Wellness Journey Elevated

At Spruce MD, we believe in a comprehensive approach to health that goes beyond just one service. Now is the perfect time to explore additional ways to optimize your well-being.

Many of our patients combine services to achieve faster, longer-lasting results. Here are a few options that may complement your current plan:

- **Primary Care + Integrative Medicine** – Address chronic conditions while optimizing long term health with functional and holistic solutions.
- **Nutrition + Weight Management** – Work with our registered dietitian to create a personalized plan that supports your fitness or weight loss goals.
- **Aesthetics (Süde Skin Lab) + Integrative Medicine** – Improve your skin from the inside out with a holistic approach to beauty and wellness.
- **Sports Performance Testing + Nutrition** – Maximize athletic performance with DEXA Body Scans, VO2 Max Testing, and Metabolic Rate Assessments paired with a science-backed nutrition plan.

Let's make sure you're getting the most out of your care. Schedule a consultation to explore additional services today.

[Schedule A Consultation](#)



Eat Well. Feel Better. Thrive.



At Spruce MD, we believe nutrition is the foundation of health. That's why our registered dietitians create personalized plans that cater to your specific goals, lifestyle, and medical needs.

Whether you're managing a health condition, seeking weight loss, or optimizing athletic performance, our integrative approach uses whole foods, supplementation, and advanced testing to deliver real results.

Services include:

- Comprehensive InBody scans
- Tailored meal planning and MRT testing
- Expert guidance on managing food sensitivities, GI disorders, and more

Make nutrition your secret weapon in 2025

[Schedule Your Assessment Today](#)

WORK EXPERIENCE SPRUCE MD

(2022-current)

Email campaign strategy, personalized content development, automation workflows, segmentation

For Spruce MD, BECK Digital executed a comprehensive email marketing initiative designed to promote their telehealth services and patient engagement tools. We developed a series of automated nurturing workflows that guided potential clients through the decision-making process. Personalized email content highlighted the benefits of Spruce MD's offerings for healthcare providers and patients alike. By segmenting audiences based on their interaction history and industry role, we ensured that each recipient received relevant messaging tailored to their needs. The campaigns resulted in increased appointment requests and conversions while reinforcing Spruce MD's position as a leader in healthcare technology.

WORK EXPERIENCE

HOVERSAFE & SAFE HELIPAD

(2016–current)

Custom software development, email campaign strategy, industry-specific communication

BECK Digital developed Safe Helipad's innovative Helipad Infrastructure Management Software (HIMS), a cloud-based platform designed to modernize the management of vertical takeoff and landing (VT&L) facilities. Built from the ground up by our team, we collaborated with Safe Helipad's owners, aviation professionals who spent a combined 46 years conducting military, U.S. Presidential helicopter transport, air medical, logistics, and combat operations worldwide. This software is now trusted by leading organizations such as Shell Oil, Cape Fear Valley Health, and other healthcare systems. It has become the go-to solution for ensuring safety, compliance, and operational efficiency across industries.

To support adoption and drive awareness of the software's capabilities, BECK Digital executed strategic email marketing campaigns:

- **Industry-Specific Messaging:** Tailored campaigns targeted key sectors such as oil & gas (e.g., Shell Oil) and healthcare (e.g., Cape Fear Valley Health), emphasizing features like compliance monitoring and risk mitigation specific to their operations.
- **Product Awareness Campaigns:** A/B testing ensured high engagement rates while showcasing advanced functionalities like real-time monitoring and predictive analytics.
- **Dealer & Vendor Communication:** Mass email distributions provided detailed guides on using the platform effectively, ensuring seamless integration into existing workflows for diverse users across industries.

Results:

The platform is now widely adopted by organizations managing VT&L facilities in critical sectors like oil & gas production, air medical transport systems, and government operations. Through BECK Digital's software development expertise and targeted marketing efforts, Safe Helipad has become a leader in VT&L infrastructure management. Our collaboration helped revolutionize aviation operations while driving measurable growth in user engagement and market penetration across industries.

LEADERSHIP TEAM



RYAN BECK

Managing Partner

Ryan has over 20 years of experience developing innovative and impactful marketing solutions for his clients. With a passion for creativity and strategic solutions, he specializes in crafting websites that drive engagement and elevate brands across various industries.



MICHAEL BECK

Partner, CTO

Michael is a seasoned technology leader with a strong background in systems administration and over 20 years of experience driving innovation and operational efficiency. He leverages this expertise in IT infrastructure, cybersecurity, and cloud solutions to develop scalable, secure, and high-performing technology strategies that align with business objectives.



TIM MESARIC

Chief Solutions Officer

Tim is a visionary problem-solver who maximizes clients' investments by strategically optimizing tools and workflows for peak performance. With deep expertise in B2B communications within complex environments, he excels at crafting innovative solutions that drive efficiency, scalability, and business growth.



JORDAN BECK

Chief Operating Officer

Jordan leads and empowers the incredible team at BECK Digital, ensuring they have the tools, vision, and support to deliver top-tier digital solutions for our clients. With a passion for building businesses and cultivating talent, she thrives on creating an environment where innovation and collaboration flourish.



CHRISTOPHER BROOKS

Architect of Web Applications

For over 16 years, Chris has designed scalable, high-performance software solutions. With a strong focus on innovation and user-centric development, he specializes in building robust, secure, and efficient applications that drive business success.



MICHELLE BREEZE

VP Creative Group

Michelle has won a Gold EFFIE, Best in Show Digital for the American Advertising Federation (AAF), three AAF National Public Service awards, including first-place nationwide, Best and Brightest under 35, numerous Gold and Silver Addy Awards.



GINA MCCULOUGH

Director of Operations

Gina oversees project workflows, and the complex collaboration between clients and our internal team. Her expertise in project management keeps initiatives on track, while her laser-sharp attention to client accounts ensures accurate and timely billing.

Our leadership team works closely with designers, developers, content writers, and SEO specialists, bringing a thoughtful, strategic approach to every project we undertake. We believe in open communication and collaboration, creating a safe space where ideas flow freely, and technical excellence thrives. We don't make decisions in a vacuum, we use meticulously collected data to consistently deliver digital experiences that go above and beyond client expectations. We don't focus on just success, we build solutions that make a real, lasting impact.

PROPOSED SOLUTION

Our introductory MailChimp package provides everything you need to launch a professional email marketing program that delivers immediate value while establishing the foundation for future growth.

The package includes:

Email Campaign Foundation

- MailChimp account setup and configuration
- One strategy session to determine goals and ROI metrics for the campaign
- Creation of one responsive email template incorporating your brand elements
- Analytics dashboard configuration

Brand Integration & Content Development

- Adaptation of your visual brand identity to email format
- Email-optimized logo and header design
- Custom color scheme implementation based on brand guidelines
- Font selection and styling consistent with your brand
- Professional copywriting for all included emails
- Call-to-action strategy and implementation

ESTIMATED TIMELINE

Based on our experience with similar projects, we've outlined an estimated timeline for your project. This schedule depends on your team providing necessary assets and offering timely reviews and feedback at key milestones.

- Week 1: Project kick-off, MailChimp integration, and strategy development
- Week 2: Brand adaptation and template design concept
- Week 3: Testing and client approval
- Week 4: Campaign launch and performance analysis

PROJECT ASSUMPTIONS

Provision of Brand Assets: The client will provide all necessary brand assets, including logos, brand guidelines, high-quality images, and any other relevant materials required for email design.

Access & Payment of Existing Platforms: The client will grant access to their MailChimp account (if pre-existing) or provide credentials for setting up a new account. Any necessary integrations with the client's



website or other tools will require access credentials. MailChimp software fees will be paid directly by client.

Content Review and Approval: The client will review and approve all email content, designs, and templates within the agreed-upon timeframe.

INVESTMENT SUMMARY

NAME	PRICE	QTY	SUBTOTAL
MailChimp Platform Setup & Integration	\$175.00	1	\$175.00
Email Campaign Strategy Session	\$175.00	1	\$175.00
Template Design Concept	\$175.00	3	\$525.00
Campaign Launch & Performance Analysis Report	\$175.00	1	\$175.00
Total			\$1,050.00

PAYMENT TERMS

MILESTONE	PAYMENT
Due at Kickoff	1/2 Investment total
Due at Handoff	1/2 Investment total

Please note that the investment summary is an estimate based on our preliminary discussions and serves as a quote for the proposed project. Upon further examination, the scope of work may vary, potentially affecting the investment, payments and timeline. Any modifications to the scope will be communicated and mutually agreed upon.

RECOMMENDED MARKETING SUPPORT

Your introductory email campaign serves as the foundation of your email marketing efforts, but a successful digital presence requires consistent nurturing and optimization. Consider our ongoing email marketing support to maximize your results.

Marketing support time can be used for:

- Website Design
- Content Creation
- Design and Creative Marketing Services
- Search Engine Optimization & Performance Reporting
- Social Media Marketing
- Online Advertising
- Additional email campaign creation
- List growth strategies
- A/B testing implementation
- Performance analysis and optimization
- Segmentation refinement
- Content strategy and creation
- Automation sequence development

NAME	HOURLY RATE	HRS/MO	SUBTOTAL
Monthly Marketing Support	\$150.00	10	\$1,500.00
Monthly Total			\$1,500.00

Unsure if ongoing support is right for you? We offer a 30-day trial period with our discounted rate so you can experience the value firsthand.

After the 30 day trial, to receive the discount on the hourly rate requires a 3 month commitment of at least 3 hours per month. After the 3 months, you can cancel at any time. Services will be invoiced at the start of the month in which the services are rendered.

LET'S GET STARTED

If you have any questions about this proposal, or would like any changes to the scope of work, please contact us and we will revise this proposal. When you are ready to begin, please sign below acknowledging the initial scope of work of this project. We will then send a development contract for your approval and set the kickoff meeting for your email marketing campaign.

We look forward to helping you create an effective email marketing program that engages your audience and drives business results!

On behalf of BECK Digital

Approval date