

White Label Email Marketing

Reimagine Your Email Strategy



About Mavlers

As a white label agency, Mavlers promises seamless and efficient solutions for your day-to-day agency challenges so that you can focus on your core business. Quickly expand your offerings, reduce development costs, and deliver top-notch services under your brand, all while ensuring client satisfaction and growth.

From Email Development to Deployment to Optimization, we take great pride in providing email excellence to **5000+ clients** across **52 countries**.

We are official partner with



mailchimp



KLAVIYO

braze



Adobe
Campaign

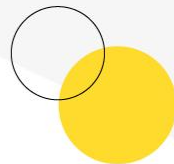
Marketo™
An Adobe Company



omnisend
Partner



Brevo



We hold expertise in all leading ESPs



Brevo

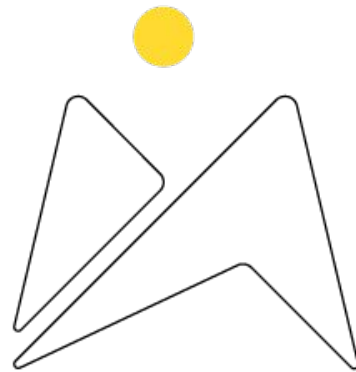
braze

50+
more

Our email marketing expertise

Our email marketing services cover all aspects of your digital strategy, from crafting compelling email campaigns to tracking and analyzing results. With our expertise, you can build stronger customer relationships, drive sales, and grow your business..

Let's explore the email marketing services within our portfolio.



❖ **Email Campaign Management**

❖ **ESP Migration**

❖ **Email Automation Management**

❖ **ESP Integration**

Email Campaign Management

We work like your extended team and manage your email campaigns efficiently, effectively, and quantifiably. Whether you need stagewise or end-to-end support for your email campaigns, we have got your back.

Our email marketing experts will deploy your email campaigns on time, within budget, and manage them with utmost accuracy.

Our team can provide value in following stages of email campaign management:

- Campaign Management & Timeline management
- Campaign built & Setup
- Campaign validation & scheduling
- Regular campaign reporting & analysis



Email Campaign Management Rate Card

Basic package

- ✓ Litmus/EOA
- ✓ Live Campaign Demo
- ✓ List Segmentation
- ✓ Campaign Performance Report

Starting From

\$299

Per Month

3 Business Days



Standard Package

- ✓ PSD to HTML
- ✓ Litmus/EOA
- ✓ Live Campaign Demo
- ✓ List Segmentation
- ✓ Campaign Performance Report

Starting From

\$799

Per Month

5 Business Days



Premium Package

- ✓ Design & Coding
- ✓ PSD to HTML
- ✓ Litmus/EOA
- ✓ Live Campaign Demo
- ✓ List Segmentation
- ✓ Campaign Performance Report

Starting From

\$799

Per Month

5 Business Days

Email Automation Management

No matter how simple or complex your customer journey is, we conduct a one-to-one session with you to understand your requirements first.

We then set up flawless automation workflows enabling you to interact with your customers at every touch point and focus more on strengthening customer relationships and improving retention rates.

Here's what we exactly do:

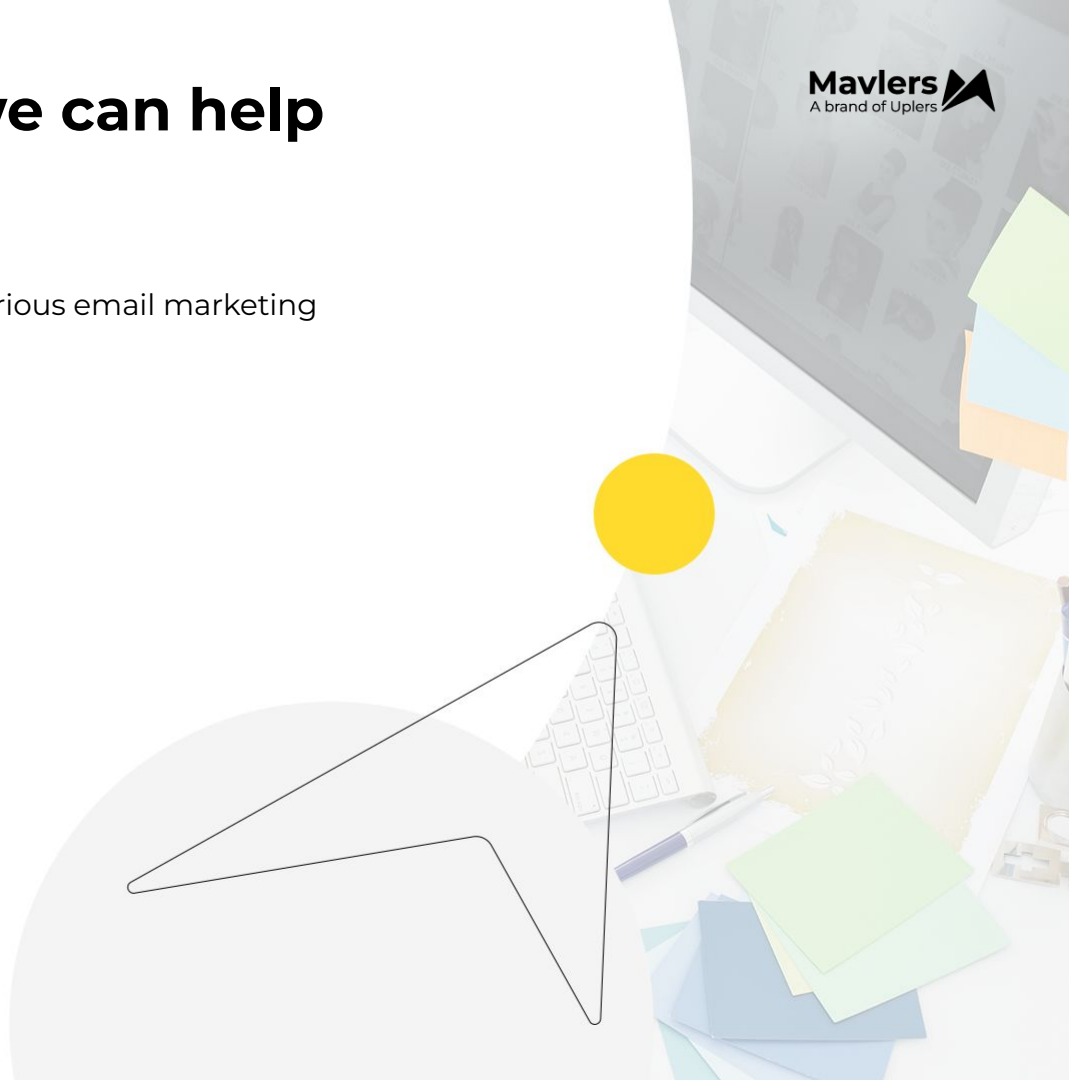
- Automation for Varied Needs
- Customized Workflow
- Workflow Maintenance & Optimization
- Build simple as well as complex journeys



Automation workflows we can help you set up

Depending upon the requirement, we can set up various email marketing automation campaigns such as:

- Welcome series
- Customer Feedback
- Lead Nurturing & Drip Campaigns
- Post Purchase
- Special Occasion
- Product engagement & Retention
- Promotional
- Product purchase/Cart abandonment
- Re-engagement & Win Back
- Customer feedback
- Upsell & Cross sell



Automation Management Rate Card

Standard Package

- ✓ PSD to HTML
- ✓ Integration with Email Service Provider
- ✓ Workflow Setup
- ✓ Litmus/EOA Testing
- ✓ Automation Setup & Deployment
- ✓ On-going maintenance

Standard Automation Series with 3 Emails

Starting From

\$299

Dynamic Automation Series

Starting From

\$599

6 Business Days



Premium Package

- ✓ Design & Coding
- ✓ Integration with Email Service Provider
- ✓ Workflow Setup
- ✓ Litmus/EOA Testing
- ✓ Automation Setup & Deployment
- ✓ On-going maintenance

Standard Automation Series with 3 Emails

Starting From

\$799

Dynamic Automation Series

Starting From

\$1599

10-12 Business Days

ESP Migration & Integration

Our team at Mavlers understands that ESP migration and integration can be tiresome tasks. Hence, whether you are operating with the latest marketing platforms or legacy systems, our team of professionals ensures to make data flow and use of tools easy for you.

Be it one-time integration or automated real-time integration between numerous data sources, we pursue the best risk-evaluated ESP migration and integration practices.



ESP Migration & Integration - Assets we focus on

To ensure that the ESP migration experience is seamless, we focus on these assets in your current email service provider:



- Email lists
- Content and templates
- Reports
- Marketing automation
- Unsubscribes
- Integrations, including both data feeds and APIs
- Database and schema



The background of the slide features a photograph of a group of people in a meeting, overlaid with a large, semi-transparent yellow triangle that points from the top-left towards the bottom-right. The text is centered within the yellow area.

Why Mavlers?

Market challenges and our standout solutions

	Challenges	How we deal with it
	Lack of transparency	Be it the regular reports we provide or our process, we provide 100% transparency.
	Rapid technological advancements	With a strong grip over technological advancements, our experts leverage the latest tools and methodologies.
	Inconsistent communication	We assign resources who operate in your time-zone. Our team strives to align with your processes.
	Overselling and under delivering	We are always transparent while sharing the scope of our deliverables, and deliver what we promise.

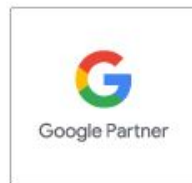
Why Mavlers is ahead of the curve

1. **Specialized expertise**
2. **Agile processes**
3. **Innovative strategies & technologies**
4. **Results-driven approach**
5. **Customized & personalized solutions**
6. **Strong online presence & reputation**
7. **Client-centric approach**

At Mavlers, we take a consultative and holistic approach to digital marketing; this helps us to not only meet each client's unique needs but go beyond.



Our endorsements



748
reviews



100
reviews



112
reviews



How you can associate with us

Our Engagement Models

1

Project based

Have a one-time project requirement? Avail of our highly curated services and get every single one of your objectives fulfilled on time, every time.

2

Recurring projects

Have recurring requirements with your ongoing projects? Our team goes the extra mile to deliver excellence month-on-month.

3

Managed resource/ team

Want an expert to cater to your specific project requirements? Hire resources/ team from our dedicated resource pool and have them operate as an extended unit of your internal team.

How to get started?

The 5 simple step process

Step 01

Requirement analysis
and goal setting

Step 02

Content and visual
creation

Step 03

Implementing your content
calendar and posting
consistently at optimal times

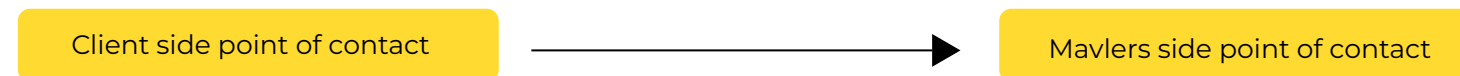
Step 04

Performance monitoring
and make data-driven
adjustments to the
strategy

Step 05

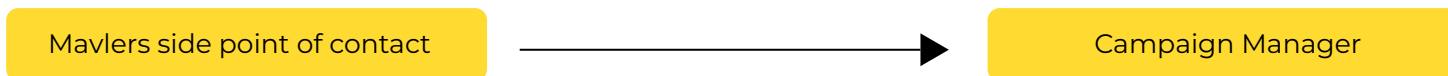
Optimization and
Reporting

Communication process



Communication through

- Slack
- Email
- PMS
- Call via Slack/ Skype



Email Production

Communication through

- Slack (common platform)
- PMS (common platform)
- Call via Slack/ Skype

Project Management Tools (PMS)

Based on our engagement, we suggest you to use TeamWork as shared project management tool to manage all the requirements, deliveries, checklist, etc.

Below is how the campaign would be translated into TeamWork:

- Campaign Calendar would be created within Teamwork
- All deliverables from your side and our side would be added within Milestones
- Campaigns would be added as a Tasklist
- Individual task list (design, development, QA, Setup & Deployment) would have tasks assigned to the predefined owners.

QA Process

We at Mavlers strongly believe - "Quality is not an act, it is a habit". That's where you see we have a process of following checklists created for all deliverables.

There are two border checklist:

- Coding Checklist
- Campaign Checklist / Email Marketing Checklist



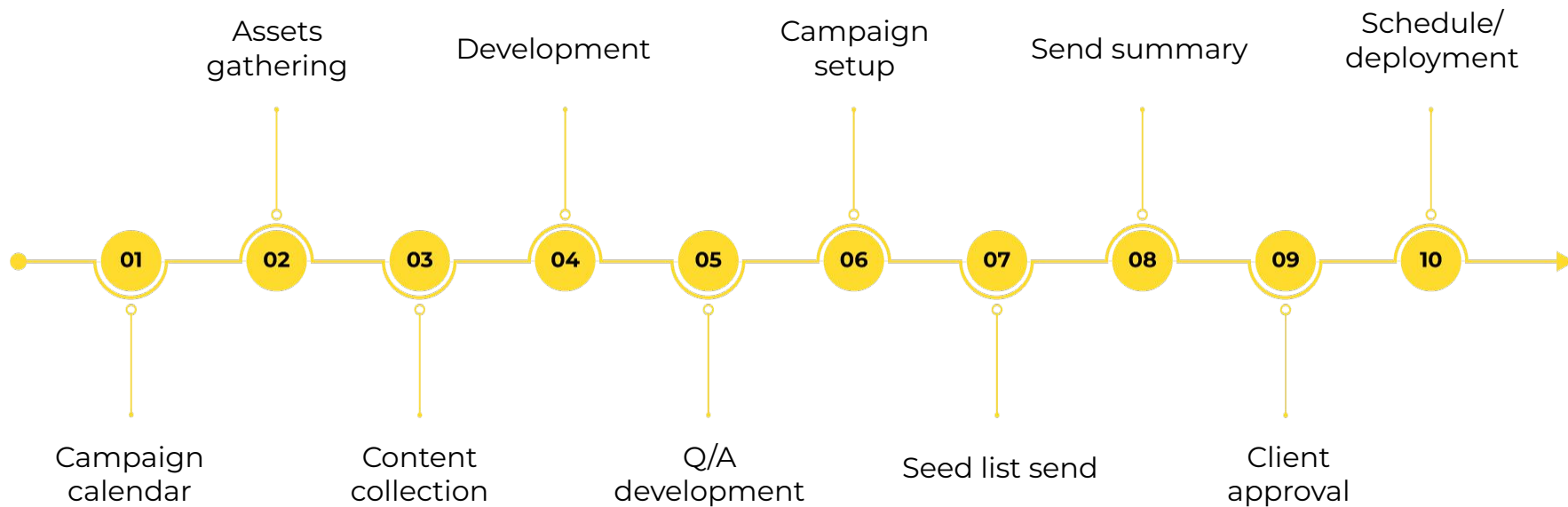
- Campaign checklist/ Email marketing checklist

<https://drive.google.com/file/d/1Nqszi9W3sLHtgllv0JFDpYsDn8zNb5NF/view>

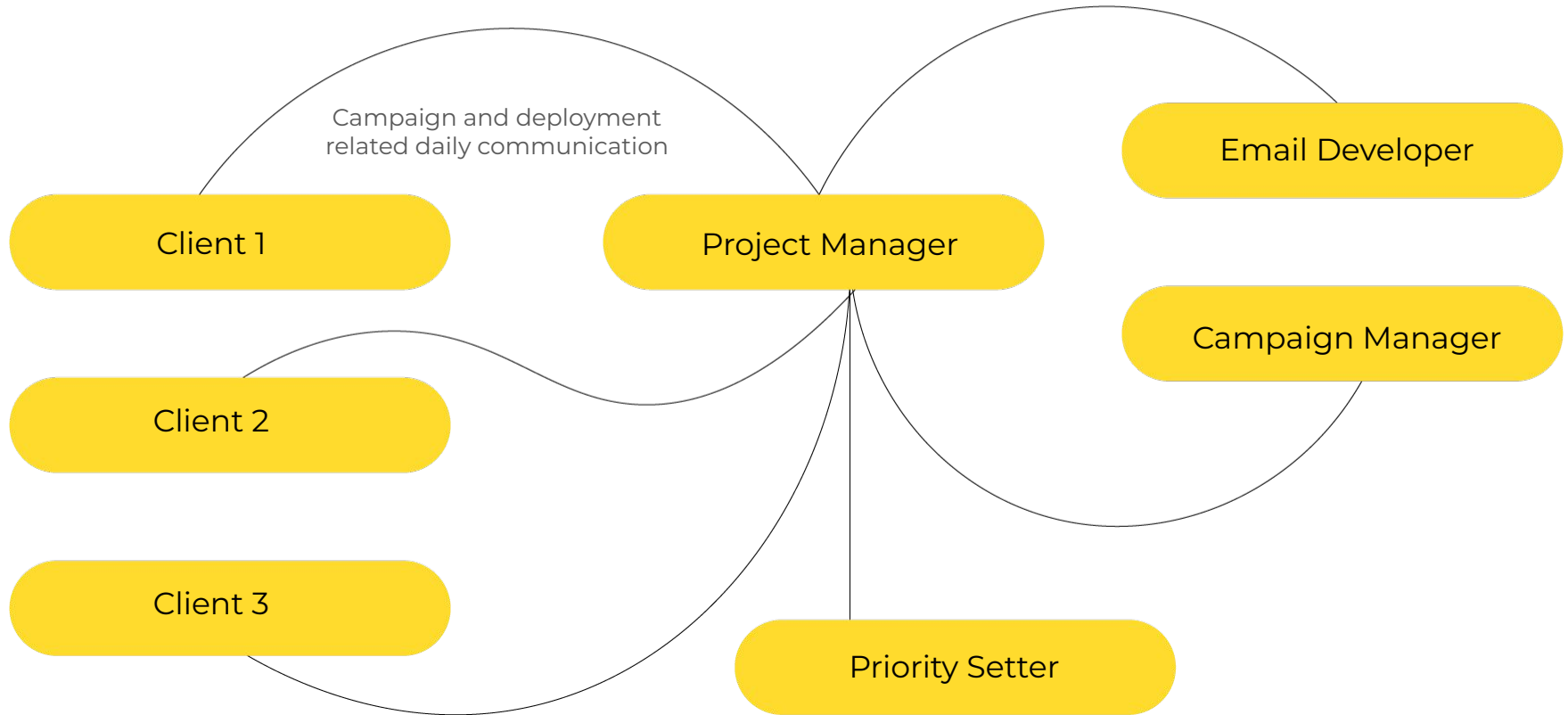
- Email Coding checklist

<https://docs.google.com/spreadsheets/d/1ymg-HJET56lhhKirgXPEhi-V0qnzSfmuVo6ZkCOTKJo/edit#gid=896735702>

Steps taken before deployment



Deployment Model in Campaign Management



Client Stories

Lunne journey with Email Mavlers



Lunne, is a 200 people creative marketing agency, leveraging Mavlers' 'dedicated team model'

We deployed SME as well as an agency champion who better understood the challenges an agency faces.

How we added value

- **Streamlined Operations:** Integrated teams for better efficiency.
- **Enhanced Email Marketing:** Delivered cross-platform HTML, migration projects, campaigns etc
- **Increased Resource Efficiency:** Freed Lunne's team for critical tasks.
- **Increased Client Satisfaction:** Delivered flawless templates and campaigns.
- **Quick Turnaround Time:** Delivered templates in 4-8 hours.

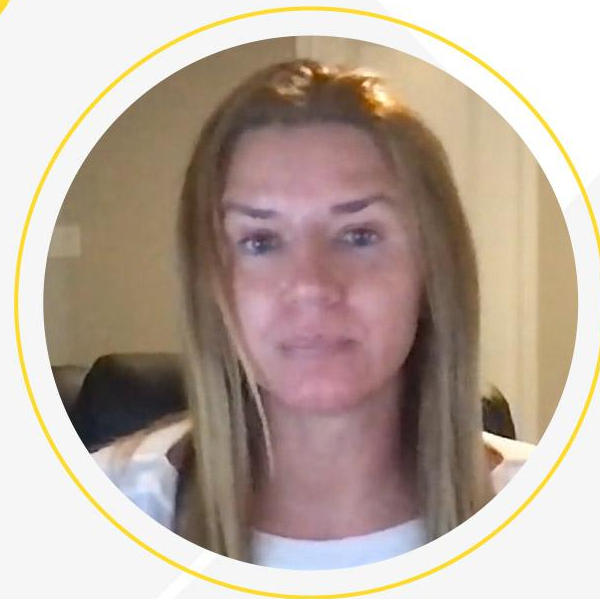
- The team is quick to understand the hiring challenges and helped onboarding the right experts
- Uplers experts are culturally fit, technically super sound, excellent communicator and great adapter



Linda Farr

Chief of Staff, Incubeta

- ➔ Exceptional with their quick communication and flexibility
- ➔ They provide valuable suggestions for our strategies



Martina Flynn

Director of Operations at Digital Intellect

Agency Clients

Ogilvy

 INCUBETA

LUNNĒ

 — THE
DIGITAL
INTELLECT

group^m

 MERKLE

“



Fast and efficient, quick to make changes, and low cost for those with a tight budget! I highly recommend Mavlers!

Anthony Hidalgo

“

Airtasker

I am very pleased to say Mavlers has delivered results and we consequently saw marked improvements with overall traffic performance. Our rankings shot up, where most of our key terms moved from beyond page 3 of Google to the top five positions.

Simon Reynolds

What our clients say



ORACLE

From the moment of our first interaction, Mavlers have been courteous, diligent, and effective. I'm very impressed with their work and will certainly be using them again! Thanks guys!

Charlie Burnett



Ogilvy

You guys were great!
Thank you! Very professional, very polite, and really helped in a tricky situation.

Sandra Field

Pricing

Email Marketing Packages

Essential email marketing	Pro email marketing	Enterprise email marketing	CRM migration and integrations
<p>2-4 email campaigns Static emails</p> <p>Designed for businesses seeking a strong beginning in email marketing, offering setup for welcome journeys, feedback emails, and monthly newsletters.</p>	<p>4-8 email campaigns Static + Personalized</p> <p>For advanced email marketing: personalized campaigns for events, loyalty, and multi-channel journeys (email & SMS), tailored to clear marketing goals.</p>	<p>4-8 email campaigns Static + Personalized + Dynamic</p> <p>Leverage CRM for ROI-focused email marketing, crafting personalized/dynamic emails for product recommendations, managing browse/cart abandonment, and more.</p>	<p>Migration from or to any CRM Integrations in SFMC</p> <p>If you are looking to migrate from your existing ESP to a CRM or from a CRM to any ESP, or require assistance with integrations in SFMC to drive higher ROI.</p>
\$299 - \$599	\$799 - \$1599	\$1199 - \$2399	Custom pricing

Note: The factors affecting pricing are no. of emails, design and coding requirements, dynamic data, technical readiness for the campaigns.

Hire a dedicated managed email expert

We offer flexible hiring options for various email marketing roles, catering to both part time and full time requirements. Enhance your expertise with our specialists who work as an extension of your team.

	Part Time	Full Time
Email developer	\$1500 – \$2400	\$2500 – \$4000
Campaign manager/ automation expert	\$2400 - \$3900	\$4000 – \$6500

Note: Factors that influence price are experience, expertise, local time availability and rare skill set in the market.

Contact us for a CUSTOM QUOTE

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Mavlers 
A brand of Uplers