

Email Marketing



Put your message in the inbox of specific, targeted groups of people

Email Marketing Works For:

- Service Companies
- Retail Companies
- Online Retailers
- Trade Associations
- Philanthropies
- Political Campaigns
- Issue Campaigns

Hyper Targeted Emails

- Put your email in front of a desired audience utilizing privacy compliant data

DRIP Campaigns

- Emails will be sent out over the course of the month, generally in batches of 25,000



Step 1: Kick off consultation to identify your needs and business objectives.

Step 2: We work with you to create goals for an email marketing campaign.

Step 3: We design a layout rendering for approval by the client.

Step 4: We work with you to develop and include impactful content in the email.

Step 5: We run test emails with client for approval.

Step 6: We run the email campaign.

Step 7: We issue a report on the effect of the email campaign.

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THE OFFICIAL NEWSLETTER OF TRANSPORTATION ADVOCATES

IN THIS EDITION:

- 2020 Regular Sessions Ends with No State Budget; Legislature Calls Itself in for Special Session; Another Session in the Fall Likely.
- LCFOR Engages House Leadership on Making Federal Match.
- Facing Federal Highway Bill Re-authorization and Economic Collapse, Congress Mulls Ramping Up Highway Spending.
- LCFOR Reigniting PR Campaign to Invest More in Transportation.



BIG MOMENT: This photograph was taken during a Spring meeting of the Revenue Estimating Conference, the first time the Edwards Administration - or any Governor in recent memory - was faced with a truly united, independent legislature. Times have officially changed, making certain that reforms will be a key component of any revenue increase for highways.



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LCFOR

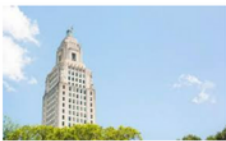
LOUISIANA COALITION TO FIX OUR ROADS

HB 514 IS SITTING ON THE GOVERNOR'S DESK.

We need Governor Edwards to support the legislature's overwhelming decision to FINALLY prioritize roads and bridges within the state budget. Remind the Governor today that \$1 spent on roads creates \$4 in economic output. Louisiana needs HB 514!



WHEN SIGNED INTO LAW, THIS WILL BE THE MOST EXPANSIVE INVESTMENT IN LOUISIANA'S ROADS AND BRIDGES IN MORE THAN A GENERATION - ALL WITHOUT RAISING TAXES.



HB 514 was amended to move up to sixty percent of the existing sales tax on vehicles into the construction sub-fund of the TTF to build roads and bridges



The bill shifts 30 percent of the revenue source in 2023 and then 60 percent in 2024. The bill further creates a list of projects to be among those built with the dollars.



The bill protects the interests of the state general fund by capping the amount of vehicle sales tax that can be used for roads in deficit years.

[CLICK HERE TO CONTACT GOVERNOR EDWARDS RIGHT NOW!](#)

