

Email Marketing B2B & B2C Campaigns





This Week's Top Story:

How Can Tech Companies Attract And Retain Talent?



Hi,

Are you having difficulty with **employee retention**? Does just thinking about **attracting and hiring new talent** give you a headache?

We know how annoying it can be. You put so many hours and effort into hiring and onboarding the right people and then when you think everything is running smoothly and you have built an awesome team, you get a new resignation letter.

Believe us, you're not alone in the battlefield. In fact, these are very common problems that many companies are facing nowadays, particularly tech companies like yours.

But don't worry, because we're here to help. In our latest blog post, we are sharing our favorite tips for helping your tech company **boost its current employee retention rate**. Just click below to head on over to our website.

Read our new blog post

Kind regards,



Inês Sobral Fernandes
Marketing Specialist



Erudit AI

You have received this mail because you have subscribed for a newsletter at <https://www.erudit.ai/>. You can always unsubscribe from our mailing list, by clicking on Unsubscribe. You can also reply to this message, including unsubscribe in the topic.

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mailer lite

(3-email flow) Mail Automation Campaign: “Ambassadors Referral Program”

Email 1

Subject line: Spread The Word And Get Paid

Title: Joining Our Ambassador Program Has Its Perks

Hi [name],

Because we know how much you appreciate and trust us, we are very excited to invite you to become one of our first ambassadors.

Join our referral program today and make money by recommending the Cloudbeds Suite to professionals you know. There are many benefits to joining our exclusive group, including:

- A reward for each referred account (bringing in lucrative accounts implies larger rewards and extra benefits on special promos),
- Access to Cloudbeds resources (detailed information, marketing materials, and an insightful dashboard to track your sales and commissions),
- Lifelong membership in our exclusive Online Community.

And this is just a taste. Just click the button below to learn more details, and enjoy these perks and so much more.

[Become Our Ambassador Now](#)

Regards,

Cloudbeds

<https://www.cloudbeds.com>

Fastest Growing Companies | **Inc. 500** (2018 & 2019) Best

Places to Work | **Inc Magazine** (2017 & 2018)

Best Places to Work | **HotelTechReport** (2018, 2019, 2020, 2021)

Start-Ups to Watch | **Forbes** (2018)

Best Startup Employers | **Forbes** (2020)

Technology Fast 500 | **Deloitte** (2020)

Top 100 North America | **Red Herring** (2020)

Email 2

Subject line: We Want You On Our Side

Title: Our Ambassadors Share Their Stories

Hi [name],

Now that you already know how our referral program works and all its advantages, we are delighted to introduce you to two of our top-notch Ambassadors who have been spreading the word about us to their networks of fellow professionals and friends.

Click on the video below to listen to their stories, see where they are from, and read their reasons for becoming a Cloudbeds Ambassador.



If you're interested in becoming a member of our tribe, simply click the button below.

[Join Our Ambassador Community Today](#)

Regards,

Cloudbeds

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Technology Fast 500 | **Deloitte** (2020)

Top 100 North America | **Red Herring** (2020)

Email 3

Subject line: Are You In Or Out?

Title: Join The Cloudbeds Ambassador Program, An Inspiring Thriving Community

Hi [name],

Have you been wondering if you are ambassador material or not? We are aware that learning a new system can be daunting at first and that you might still have doubts. That is why we are here to support you at every step.

On our website, you will find answers to the most common questions asked about the Cloudbeds Ambassador Program, as well as all the perks and advantages you can benefit from. After all, we are more powerful together!

[Just Take Me There](#)

Regards,

Cloudbeds

<https://www.cloudbeds.com>

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Etsy Shop Newsletters



According to Sender, email marketing metrics, and KPIs in 2020, the average open rate is 24.04%, while the CTR varies between 2.80% and 6.70% depending on the type of link used in the email (2.80 for promotions and offers, and 6.70% for links to resources such as blog posts, etc.). Emojis are not visible in PDF format, thus, to see the emojis used in the subject lines, click on the view in browser link of each email and hover your mouse cursor over the title of the page.

Halloween tutorial

Subject: {\$name}, this is not a trick!

View in browser: <https://app.mailerlite.com/p6m1r9>

Open rate: 48.89%

CTR: 13.33%

Old book pages into envelopes tutorial

Subject: Turning old book pages into beautiful envelopes is easy!

View in browser: <https://app.mailerlite.com/p5q9i9>

Open rate: 29.79%

CTR: 6.38%

Freebie October

Subject: Happy Friday, {\$name}! Will you unwrap me?

View in browser: <https://app.mailerlite.com/y7j4f9>

Open rate: 44.44%

CTR: 20.00%

New Releases - mushroom season

Subject: {\$name}, drooling over my new releases?

View in browser: <https://app.mailerlite.com/n6f7p2>

Open rate: 36.17%

CTR: 2.13%

New releases - flower and bird book pages, and flower fairies)

Subject: These Are The New Products Coming Out This Week!

View in browser: <https://app.mailerlite.com/b8l6k5>

Open rate: 37.78%

CTR: 2.22%

New releases - doilies

Subject: Get a sneak peek at this week's new releases!

View in browser: <https://app.mailerlite.com/g2z0m9>

Open rate: 54.72%

CTR: 0.00%

Black November

Subject: It's Black November I'm in love!

View in browser: <https://app.mailerlite.com/k4t9m3>

Open rate: 42.55%

CTR: 10.64%

Press Releases



Ross Video acquires Spanish company VSN Innovation & Media Solutions

Barcelona, SPAIN — 05/28/2021

Ross Video, a well-known company that offers international high-impact and efficient production and media solutions in the Broadcast and Media sector, has decided to strengthen its relations with the Spanish company VSN, announcing its acquisition after several years of a successful strategic alliance between the two companies.

Since its founding in 1974, the Canadian company has acquired multiple renowned companies in the sector, as well as carried out numerous collaborations with many other recognized organizations in the sector both nationally and internationally, as part of its strategy of growth and international expansion.

Ross Video and VSN, a tactical long-lasting collaboration

The collaborative work Ross Video has carried out with VSN in recent years shows that it is attainable to create a simpler, fluid, and user-friendly media environment through the integration of advanced media solutions that enhance the productivity and efficiency of collaborative work between departments in companies related to news production and live events.

With the VSN acquisition, the Canadian company seeks to consolidate its relationship and reinforce its trust in the Spanish company, thus laying the foundations to offer better options to the consumer in what comes to live production, while reinforcing the international growth strategy it has carried out mainly in the last decade, strengthening business not only in the US but also in new regions such as EMEA.

Integration of multimedia technologies: the future of Broadcast and Media is already here

In spite of being direct competitors, the two companies, currently recognized as leaders in the news and video production sector for broadcast and Media & Entertainment, will continue to work together with a common goal: to offer users the most advanced technology in the live news and events market. To do so, both organizations are committed to continuous innovation in the sector as means to provide the highest quality systems and premium service.

Moreover, Ross Video defines the acquisition of VSN as the next logical step to continue offering customized live video production and distribution solutions that are suitable to users' needs, emphasizing that the union with other experts in the sector makes them stronger, more competitive, and innovative globally.

With the recent merge, Ross Video not only gains in terms of expansion but also manages to strengthen a win-win relationship that started some years ago, allowing at the same time VSN to be part of a larger group and have access to more important contracts, as Ross Video

continues to grow in size. On the other hand, the VSN acquisition confirms the relevance, flexibility, and trust Ross Video places in the Spanish company, a very positive message for a sector that is still being affected by the economic crisis and digital transformation caused by the rapid spread of the COVID-19 around the world.

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About VSN

VSN is a global technology company that delivers advanced, end-to-end solutions to the broadcast and media industries. Its modular, scalable and customized software optimizes business processes in the areas of media asset management, master control room (MCR) automation, and news production. VSN has delivered innovation and media solutions to clients in more than 100 countries globally, including TV channels, content distributors, news agencies, public institutions, service operators, and others. Headquartered in Barcelona, VSN has offices in Alicante, Hong Kong, Miami, Montevideo, and Santiago de Chile, and provides a highly rated 24/7, global technical support service. For more information, visit www.vsn-tv.com.

VSN Contact

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Email: marketing@vsn.es

Ross Video anuncia la adquisición de la española VSN Innovation & Media Solutions

Barcelona, ESPAÑA — 28/05/2021

La compañía [Ross Video](#), toda una referencia en soluciones de producción de alto impacto y eficiencia en el sector de Broadcast y Media internacional, manifiesta hoy su intención de estrechar aún más sus relaciones con la española VSN, anunciando la adquisición de la misma, tras varios años de alianza estratégica entre las dos empresas.

Desde su fundación en 1974, la adquisición exitosa de múltiples empresas de renombre en el sector fue una constante en la estrategia de crecimiento y expansión internacional de la empresa canadiense, así como numerosas colaboraciones con muchas otras reconocidas compañías del sector tanto a nivel nacional como internacional.

Ross Video y VSN, una colaboración fructífera y duradera

El estrecho trabajo colaborativo llevado a cabo en los últimos años con VSN ejemplifica cómo es plausible crear un entorno de medios más sencillo, fluido y fácil para el usuario a través de la integración de avanzadas soluciones que potencian la productividad y eficiencia del trabajo colaborativo entre departamentos en empresas que se dedican a la producción de noticias y eventos en directo.

Ahora, con la adquisición de VSN, la compañía canadiense consolida sus lazos y refuerza su confianza en la empresa española sentando así las bases para que pueda ofrecer mejores opciones al mercado en cuanto a la producción en vivo y a la vez reafirmar su estrategia de crecimiento internacional llevada a cabo sobre todo en la última década, fortaleciendo sus negocios no solo en EEUU, sino también en nuevas regiones como EMEA.

Integración de tecnologías multimedia: el futuro de Broadcast y Media ya es el presente

A pesar de competidores directos, las dos empresas actualmente reconocidas como líderes del sector de la producción de noticias y video para el broadcast y el Media & Entretenimiento, de cara al futuro seguirán trabajando conjuntamente con un objetivo común: ofrecer al usuario la tecnología más avanzada en el mercado de noticias y eventos en directo. Para ello, apuestan por la innovación continua en el sector en el que se especializan para brindar sistemas de la máxima calidad y un servicio premium a los usuarios.

Ross Video define la adquisición de VSN como el paso lógico para poder seguir ofreciendo soluciones de producción y distribución de vídeo en directo a la medida que puedan dar respuesta a las necesidades del usuario, enfatizando que es la unión con otros expertos del sector que los hace más fuertes y competitivos a nivel global.

Con esta compra, Ross Video no solo gana en términos de expansión, sino también logra fortalecer una relación win-win, en la que brinda a VSN la oportunidad de formar parte de un grupo más amplio y así acceder a contratos más importantes, a medida que sigue adquiriendo tamaño. Por otro lado, la adquisición de VSN confirma la relevancia, la flexibilidad y la confianza depositada en la empresa española, un mensaje muy positivo para un sector todavía afectado por la crisis económica y la transformación digital originadas por la expansión del COVID-19 en todo el mundo.

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Sobre VSN

VSN es una compañía global de tecnología que ofrece soluciones avanzadas y end-to-end para las industrias de Broadcast, Media y Entretenimiento. Su software modular, escalable y personalizable optimiza los procesos de negocio en las áreas de gestión de medios, automatización y master control room (MCR) y producción de noticias. VSN ha instalado soluciones innovadoras para clientes en más de 100 países del mundo, incluyendo canales de televisión, distribuidores de contenido, agencias de noticias, instituciones públicas, empresas de telecomunicaciones o corporaciones privadas, entre otros. Con oficinas centrales en Barcelona, VSN cuenta con presencia en Alicante, Dubai, Hong Kong, Miami, Montevideo y Santiago de Chile, y ofrece servicio de soporte técnico global 24/7 altamente valorado. Para más información, visite www.vsn-tv.com.

Contacto de VSN

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every day is day 1

niikiis named European HR Tech Start-up of 2019

*HR Tech Outlook Magazine ranks niikiis
in the Top 10 of European HR Tech Start-ups*

For Immediate Release
Date: 1/9/2020

Contact:
Inês Sobral
Marketing & Customer Success Manager
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- niikiis in the Top of 10 of European HR Tech Start-Ups of 2019
 - niikiis, a solution that promotes learning and communication through the implementation and automation of onboarding journeys
 - niikiis, an intuitive solution designed to boost employee engagement and productivity
-

[Barcelona, Spain, 1/9/2020] – We are proud to announce that niikiis has been ranked in the Top 10 of European technological HR Start-Ups of 2019 by HR Tech Outlook Magazine. In its current edition, the renowned HR magazine shortlists niikiis at the top of the ranking as one of the most prominent organizations in the HR industry offering a solution implemented with cutting-edge technologies such as AI and learning using animated video format.

“According to the latest worldwide Gallup Survey on the State of the Global Workplace, 85% of the employees are not engaged or are actively disengaged at work.” Besides, there is an urgent need to train employees so that they can keep up with the pace of a highly digitized world. niikiis has managed to identify the current market needs, thus developing a solution that promotes learning and communication through the implementation and automation of onboarding journeys. In the article “niikiis: Driving Employee Engagement for Increased Productivity” published in the current edition of HR Tech Outlook magazine, Carlos P. Hornstein, CEO, and Founder of niikiis, states the company was born out of the desire to support HR and Communication teams to promote day-to-day microlearning, communication, and collaboration between employees and the enterprise.

The platform combines communication with learning, entertainment, and gamification to help organizations promote a new culture of continuous learning and collaboration in the workplace, where the empowerment of employees and their learning with others are key. Through bite-sized, user-generated and/or expert-generated video assets and an easy gamification and management system, the platform allows companies to automate their onboarding processes very quickly, among other things. Easily integrated with other systems and applications and with a convenient and professional customer support, niikiis is a comprehensive solution that allows HR, L&D, and Marketing and Communication departments to drive employee engagement and productivity successfully.

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For more information, please visit:

<https://hrtech-europe.hrtechoutlook.com/vendors/top-hr-tech-solution-companies-in-europe.html>

<https://hrtech-europe.hrtechoutlook.com/vendor/niikiis-driving-employee-engagement-for-increased-productivity-cid-927-mid-96.html>

<https://www.niikiis.com/>