



Products & Services Catalogue



Managed Newsletter Services

Product Summary

Name	Bronze	Silver	Gold	Platinum
Email Volume	500	5,000	15,000	50,000
Newsletter Volume	1	2	3	4
Email Address lists	1	4	6	6
Statistical Analysis & Data files	1	4	6	6
Support Consultancy Hours	1	2	3	4

Distribution Services Summary

Volume	500	5000	15,000	50,000
Newsletter Volume	1	1	1	1
Email Address lists	1	4	6	6
Statistical Analysis & Data files	1	4	6	6
Support Consultancy Hours	0.5	1	2	2



Managed Campaigns (Bronze)

Product Description

This is an entry level product for businesses that are unfamiliar with using the internet for marketing and business development.

It provides the client with the following features:

- ✓ 1 hour of consultancy
- ✓ Preparation of one (1) newsletter proof
- ✓ Distribution of newsletter to one (1) email address list.
- ✓ Statistical reporting & data.

Newsletter content may include links to either the client's web site or documents.

Campaign Management

In the first instance, the client will be contacted by telephone, email, or in person to discuss newsletter content.

Based on the information provided, a personalised newsletter will be drafted for the client and stored while approval is sought.

A list of email addresses is required from the client to use for distribution purposes. This should be in an electronic form such as a spreadsheet or similar file.

Approved newsletters are distributed for the client using the email address list.

Statistical reports are produced for the client following the distribution run.

Reporting

The statistical report produced for the client contains the following data and analysis.

- ✓ Total email addresses used
- ✓ Number of newsletters that were opened
- ✓ Number of newsletters that were not opened
- ✓ Number of newsletters that went to invalid email addresses (Bounces)
- ✓ Number of newsletter recipients who un-subscribed from the email address list
- ✓ Number of recipients who used links included in the newsletter

Where applicable, the report will contain data from the previous campaign, and an analysis of the resulting comparison.

Reports are accompanied by data files that contain email addresses relevant to the data analysis.

Consultancy

Throughout the newsletter development and distribution activity consultancy will be provided to the client regarding newsletter content, email address lists, and use of the statistical data.



Managed Campaigns (Silver)

Product Description

This product suits businesses that are familiar with using the internet for marketing and business development.

It provides the client with the following features:

- ✓ Two(2) hours of consultancy
- ✓ Preparation of up to two (2) newsletter proofs
- ✓ Distribution of newsletters to multiple email address list.
- ✓ Statistical reporting & data.

Newsletter content may include: links to the client's web site, documents, on-line forms & surveys.

Campaign Management

In the first instance, the client will be contacted by telephone, email, or in person to discuss newsletter content.

Based on the information provided, one or more newsletters will be drafted for the client and stored while approval is sought.

One or more email addresses lists are collected from the client to use for distribution purposes. This should be in an electronic form such as a spreadsheet or similar file.

Approved newsletters are distributed for the client using the email address lists.

Statistical reports are produced for each distribution run.

Reporting

The statistical report produced for the client contains the following data and analysis.

- ✓ Total email addresses used
- ✓ Number of newsletters that were opened
- ✓ Number of newsletters that were not opened
- ✓ Number of newsletters that went to invalid email addresses (Bounces)
- ✓ Number of newsletter recipients who un-subscribed from the email address list
- ✓ Number of recipients who used links included in the newsletter

Where applicable, the report will contain data from the previous campaign, and an analysis of the resulting comparison.

Reports are accompanied by data files that contain email addresses relevant to the data analysis.

Consultancy

Consultancy time provided for this product may be consumed by any combination of the following:

- ✓ Newsletter content support
- ✓ Email address list support
- ✓ On-line form support
- ✓ Analysis of the statistical data.



Managed Campaigns (Gold)

Product Description

This product suits businesses with large email databases (over 5000 addresses) that are familiar with using the internet for marketing and business development.

It provides the client with the following features:

- ✓ Three (3) hours of consultancy
- ✓ Preparation of up to three (3) newsletter proofs
- ✓ Distribution of newsletters to multiple email address list.
- ✓ Statistical reporting & data.

Newsletter content may include: links to the client's web site, documents, on-line forms & surveys.

Campaign Management

In the first instance, the client will be contacted by telephone, email, or in person to discuss newsletter content.

Based on the information provided, one or more newsletters will be drafted for the client and stored while approval is sought.

One or more email addresses lists are collected from the client to use for distribution purposes. This should be in an electronic form such as a spreadsheet or similar file.

Approved newsletters are distributed for the client using the email address lists.

Statistical reports are produced for each distribution run.

Reporting

The statistical report produced for the client contains the following data and analysis.

- ✓ Total email addresses used
- ✓ Number of newsletters that were opened
- ✓ Number of newsletters that were not opened
- ✓ Number of newsletters that went to invalid email addresses (Bounces)
- ✓ Number of newsletter recipients who un-subscribed from the email address list
- ✓ Number of recipients who used links included in the newsletter

Where applicable, the report will contain data from the previous campaign, and an analysis of the resulting comparison.

Reports are accompanied by data files that contain email addresses relevant to the data analysis.

Consultancy

Consultancy time provided for this product may be consumed by any combination of the following:

- ✓ Newsletter content support
- ✓ Email address list support
- ✓ On-line form support
- ✓ Analysis of statistical data.



Managed Campaigns (Platinum)

Product Description

This product suits businesses with large email databases (over 10,000 addresses) that are familiar with using the internet for marketing and business development.

It provides the client with the following features:

- ✓ Four (4) hours of consultancy
- ✓ Preparation of up to four (4) newsletter proofs
- ✓ Distribution of newsletters to multiple email address list.
- ✓ Statistical reporting & data.

Newsletter content may include: links to the client's web site, documents, on-line forms & surveys.

Campaign Management

In the first instance, the client will be contacted by telephone, email, or in person to discuss newsletter content.

Based on the information provided, one or more newsletters will be drafted for the client and stored while approval is sought.

One or more email addresses lists are collected from the client to use for distribution purposes. This should be in an electronic form such as a spreadsheet or similar file.

Approved newsletters are distributed for the client using the email address lists.

Statistical reports are produced for each distribution run.

Reporting

The statistical report produced for the client contains the following data and analysis.

Total email addresses used

- ✓ Number of newsletters that were opened
- ✓ Number of newsletters that were not opened
- ✓ Number of newsletters that went to invalid email addresses (Bounces)
- ✓ Number of newsletter recipients who un-subscribed from the email address list
- ✓ Number of recipients who used links included in the newsletter

Where applicable, the report will contain data from the previous campaign, and an analysis of the resulting comparison.

Reports are accompanied by data files that contain email addresses relevant to the data analysis.

Consultancy

Consultancy time provided for this product may be consumed by any combination of the following:

- ✓ Newsletter content support
- ✓ Email address list support
- ✓ On-line form support
- ✓ Analysis of the statistical data.



Email Distribution - Service Description

This is a service for businesses wishing to outsource distribution of their own pre-built newsletters.

It provides the client with the following features:

- ✓ 1 hour of consultancy
- ✓ Distribution of one (1) newsletter to one (1) email address list.
- ✓ Statistical reporting

Campaign Management

In the first instance, the client will be contacted by telephone, email, or in person to discuss newsletter content.

A list of email addresses is required from the client to use for distribution purposes. This should be in an electronic form such as a spreadsheet or similar file.

Approved newsletters are distributed for the client using the email address list.

Statistical reports are produced for the client following the distribution run.

Reporting

The statistical report produced for the client contains the following data and analysis.

- ✓ Total email addresses used
- ✓ Number of newsletters that were opened
- ✓ Number of newsletters that were not opened
- ✓ Number of newsletters that went to invalid email addresses (Bounces)
- ✓ Number of newsletter recipients who un-subscribed from the email address list

Where applicable, the report will contain data from the previous campaign, and an analysis of the resulting comparison.

Reports are accompanied by data files that contain email addresses relevant to the data analysis.

Consultancy

Throughout the newsletter development and distribution activity consultancy will be provided to the client regarding email address lists, and use of the statistical data.