



html email and e-news packages (includes FREE iPod\*)

Showcase your business to hundreds and even thousands of business owners in minutes, keep in touch with your entire client base with the touch of a button and send your announcements and special offers.

## What you get (includes a FREE iPod Shuffle\*)

A package to create html newsletters, professionally designed, with a real time back office reporting system giving you a full breakdown of the success of your mailout.

Once the original newsletter has been created, you can manage the content yourselves and send out a campaign as and when you require.

You'll know WHO is thinking of buying a specific product or service you offer - how valuable is that information to you? You'll be able to see WHO is looking at your e-flyer, WHAT they are clicking on and how often they are clicking on it.

1) You can see who has opened the newsletter, and what trends are created by link option. For example, month on month, you will be able to see what is the most viewed section of your website, giving you a greater understanding to how your customers are interacting with you and what their preferences really are.

2) People can easily forward your e-flyer to up to 5 other business owners at a time. This is the online word-of-mouth marketing which actually spreads faster than verbally.

3) Your e-flyer will be easy and intuitive to use and you can send your marketing campaigns to 1000s in minutes.

4) Your e-flyer is designed for your business and for your branding so it's instantly recognisable and completely linked into your website. It's yours.

5) You can schedule your e-flyer to be sent when you want without having to be in the office or even near a computer. AND you can profile it to go to WHO you want - you can send to a certain segment of your database who have a certain criteria (that you can define). E-flyers will save you a lot of time.



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6) Your e-flyer will know to automatically personalise each email to the person receiving it. Whether it's 100 or 2000, all you have to do is click a button once. How long would it take you to do this manually? (And remember, personalised campaigns are 60% more effective than general marketing campaigns)

7) Email addresses can be imported from outlook, act, goldmine, excel, or we can generate code for your website to automatically import email addresses.

8) We provide you with Help pages containing FAQ's on optimising your e-marketing covering subjects such as writing good subject lines, best time of day to send campaign, spam avoidance, opt in forms, different types of email bounce – hard and soft and understanding open rates.

## How much it costs

The whitespace e-flyer package cost just £600 for a highly professional design and database system. You will have your own access to simply enter your database details and the freedom to manage your e-marketing campaigns as and when you like. In-house training is available for a one off £100 fee. This is dependent on location and can be reduced by taking the phone training session for £50. It is a VERY simple online package which you will master within minutes.

Each new campaign you launch has a £5 set up cost and costs between 1.5p - 5p to email out per database name. (Cost per email is dependant of the amount of emails sent).

We can provide a free demo at your premises to show how powerful and simple this marketing tool is.

Prices are subject to 17.5% VAT



\* x 1 iPod Shuffle per customer. Offer available for a limited time.