

Email Marketing is like the rain

Pitter patter, pitter patter... reminding your customers about your business, adding value to their day, updating them on your latest offerings and specials. Soon the gentle rain brings a storm of activity for your business.

Are you harnessing the power of email marketing?



Email Marketing

Email marketing brings customer loyalty.

Regular email newsletters remind your customers about your business.

Including useful information for your target market adds value to your email newsletters, encouraging them to stay subscribed and forward it to friends.

What if you could work with just one person to write, edit, design, host and/or send emails to your list?

Email newsletters are very effective for driving traffic to a website where recipients can find further information or make purchases, but you can also use them to generate activity in-store or by telephone, mail or email.

They work especially well for service-based businesses, membership organisations and facilities that a customer is likely to use many times throughout the year.

Amanda can assist you with writing, editing, designing and sending your company's email newsletters. Automated subscription/unsubscription, list maintenance and analysis is part of the deal.

How does it work?

There are two payment options for you to choose from.

1. Pay Amanda's half-hourly rate of \$20 to get your email newsletter done to your specifications. She can help with the following: writing or editing, graphic design, HTML layout, sending, analysis.
2. Choose one of Amanda's packages to suit your needs. This gives you an idea of the cost, depending on your situation.

Contact Amanda@GreensladeCreations.com or phone 0403 124 533 to discuss your email marketing needs.

Page 1

Greenslade Creations Email Marketing Packages

SET-UP (free*)

Amanda designs header and footer images that include your logo and contact details. The email article(s) will go between the header and footer. See example at end. More complicated template designs can be negotiated as part of a Typhoon or Maelstrom (customised) package.

You nominate an email address to send your emails from and this is set up and verified by Amanda's email marketing system.

You send your database to Amanda, in *.csv format with First Names, Last Names and Email Addresses and she imports this to her secure, spam and advertisement-free email system.

ONGOING

1. You email Amanda the text and pictures for your newsletter.
2. Amanda sets up the email newsletter for your list and sends you back a test email.
3. You correct any mistakes Amanda introduces, make your one free revision or approve as is.
4. Once it is approved, Amanda schedules the email for sending on the specified day.

The ongoing process may take up to a week so please allow sufficient time when planning your communications.

PACKAGE ONE: Sunshower

Cost? \$50.00 per month *

This package entitles you to:

- Design: 1 FREE header and footer design
- List size: Up to 500 email addresses (1 list)
- Number of emails: 1 per month
- One free revision
- Email size: Up to 800 words, up to 2 images

* Plus extras shown at end

PACKAGE TWO: Downpour

Cost? \$150.00 per month *

This package entitles you to:

- Design: 1 FREE header and footer design
- List size: Up to 2,000 email addresses (1–2 lists)
- Number of emails: Up to 2 per month
- One free revision per email
- Email size: Up to 1,500 words and up to 4 images per email

* Plus extras shown at end

Contact Amanda@GreensladeCreations.com or phone 0403 124 533 to discuss your email marketing needs.

Page 2

PACKAGE FOUR: Typhoon

Cost? \$400.00 per month *

This package entitles you to:

- Design: 2 FREE header and footer designs or 1 complex design
- List size: Up to 6,000 email addresses (1–3 lists)
- Number of emails: Up to 3 per month
- One free revision per email
- Email size: Unlimited, within reason

* Plus extras shown at end

PACKAGE FOUR: Maelstrom:

Terms to be negotiated

This package is for serious business builders who want to send more than three emails per month and/or have a database in excess of 6,000 email addresses.

EXTRAS

Writing or Rewriting

\$20 flat fee

If you wish to send the basic contents of your email to Amanda in point form or in unedited English, she can rewrite it for you to effective sales copy that is easy to comprehend. The word limit for your package applies.

Editing

\$15 flat fee

This is if you would like Amanda to fix basic things like typos, grammar and spelling errors, and comment on the sentence structure, terminology and/or marketing savvy in your written piece. If it suits you, this will be done using tracked changes in a Word document, which you will need to accept or reject, then send back to Amanda. The word limit for your package applies.

More than one revision

\$10 per revision

If you change anything in your email newsletter after sending it to Amanda, this will count as your first free revision. After that, any further changes (other than corrections to problems she or the email software might introduce) will cost \$10 per version.

Reporting

\$10 per time

Amanda can send you a report of each of your sent emails that includes number of recipients, percentage of reads, links clicked, number of bounces, unsubscribes etc. It is recommended to analyse your report 2–4 weeks after each email is sent.

Copy of Database

\$20 per time

People will be able to unsubscribe and bouncing emails will be tested several times before being removed. Each time you would like a copy of your email list sent back to you (so that you have the most accurate records at your end), it will cost you \$20. The format you will receive it in is .csv, which can be opened in spreadsheet programs such as Microsoft Excel.

Example 1

Samia Coleman owns a chain of hairdressing salons called Hair Tunes, which specialise in letting customers choose the music they want to listen to while having their hair done. Customers purchase a branded set of ear plugs on their first visit and bring them each time they visit so they can plug in to the music box at each customer space.

Samia wants to spread the word about her unique salons, especially reaching toward the music-loving, technological X and Y Generations. She feels that email is an ideal tool to maintain the attention of her 700+ customers and encourage them to forward information about her salons to others.

Samia chooses Greenslade Creations for her email marketing plan because she and her hairdressers are too busy running the stores to do it themselves, nor do they have the right software and know-how to do an excellent job.

She chooses the Downpour package for \$150 per month and adds the following extras:

- Editing \$20
- Reporting after 2 weeks \$10

Total cost: \$180 per month

By comparing her email report with her sales data, she is pleased to find that an extra \$300 is generated in sales in the second month, and an extra \$500 in the third month.

Example 2

Ryan Neman owns a mobile car cleaning service called Neman Car Cleaning, which targets private and commercial fleets. He has a fleet of his own, consisting of eleven mini-vans, that service Brisbane, Logan, Ipswich and the Gold Coast.

He is finding it difficult to manage communications with his clients who are very spread out and who are busy working people. He doesn't want to spend thousands of dollars sending mail to his database of 3,500 but he feels there is a need to regularly remind them of NCC's services so they engage his car cleaners more often, aren't drawn away by competitors and find it easier to refer their friends.

Ryan decides to use Greenslade Creations for his email marketing plan because it is important to keep the costs low in a medium-sized business like his and he doesn't have the time to administrate and send the emails himself.

He chooses the Typhoon package for \$400 per month and adds the following extras:

- Rewriting \$20
- Reporting after 2 weeks \$10
- Copy of database after 2 weeks \$20

Total cost: \$450 per month

After four months, the extra sales volume is not only paying for the sending of the emails, but is also putting \$600–\$1,000 in his pocket every month.

Contact Amanda@GreensladeCreations.com or phone 0403 124 533 to discuss your email marketing needs.

Template Examples

Header and Footer



Advantages

- Compatible with the widest variety of email inboxes
- Fast and simple to work with
- Works well in either vertical or horizontal inbox layout
- Pictures can be any size ratio/orientation

Complex Design



Advantages

- Fit more information and ads/banners
- Suits short articles particularly well, especially if providing links to a website to read more
- Can include links in the header
- Can come across more advanced/professional

Disadvantages

- Takes a lot longer to set up and work with
- Not as flexible for the future
- Better suited to vertical inbox layout
- Pictures look better if the same size ratio/orientation

Frequently Asked Questions

How do I add email addresses after the initial set-up?

The fastest way to do this is to have an automated sign-up form on your website. I can provide the code that will work simply with the email marketing software I use, or for a more advanced integration (eg. with your own web-based database), there are training tools available for your programmers to work with.

It is free to have me add addresses manually, but I will only do this once per month (i.e. just before sending your newsletter) and they need to be supplied in .CSV format.

Will any of my emails end up in spam folders of my subscribers?

Yes, some of your emails may end up in people's spam folders. Sadly, this is a reality for all email marketing software because the thousands of Internet Service Providers and email software have many different ways of detecting and blocking messages that may be spam.

Amanda will advise you on subject lines and from addresses that reduce the chance of being seen as spam. You are also advised to ask your subscribers to add your email address to their safe senders list.

What if I prefer to send the emails myself?

It is a lot cheaper for you to do it this way so if you or your staff have the time and skill to do this, I can recommend the following email marketing service:

www.aweber.com/?329016

This is not the same system I use to send my email newsletters, but it is a great option.