

## All about e-mail marketing:

E-mail newsletters are a great cost-effective way of communicating with your clients and site visitors, and compared to printed media, the environmental impact is another advantage worth mentioning.

We have two different types of e-mail management solutions, and depending on your requirements, the decision as to which one would work best for you should be clear:

### MailManager

Send us the content and database, and let us worry about the rest. This option is viable for once-off campaigns as well as on-going campaigns.



### MailArchitect

We configure a template, provide you with login details, and you're able to create a campaign at any time. Great option if you're going to be sending regular campaigns.



+ First thing's first, get a template

+ MailManager

+ MailArchitect

+ Subscriber Lists & Report Access

+ Additional Features

+ Pricing

## First thing's first, get a template:

Whether you'll be using MailManager, MailArchitect, or using your own e-mail management software (maybe your IT department's got their own preferred solution – which is fine by us), you'll need a template.

We'll design your e-mailer template with our high standards, and send to you for approval, also giving you a chance to give some feedback on the design before we start building.

Once we have an approved design, we build the template in HTML format. We consider how the e-mailer will display on different e-mail packages (such as Outlook & Thunderbird), even though this does create certain limitations, a best practices approach is critical.

## MailManager

MailManager will manage every aspect of your e-mail campaign, from your subscriber list, to the report access.

Firstly we'll configure your e-mail campaign on MailManager, which includes the import of your template (already built in HTML at this stage), as well as configuring settings such as the message subject, reply to address, and so forth. We can then send a preview of the newsletter to your e-mail address.

## MailArchitect

With MailArchitect, we'll create an online space that allows you to login at any time, and create / send a campaign.

We use the template as a basis, and do some additional programming to set up editable regions, pre-set styles for headings and copy, and limit image sizes.

All you'll need to do is to login, create a campaign, and edit the content. There's no set limit on the amount of articles, and you'll be able to upload article images (re-sized automatically).

## Subscriber Lists & Report Access

Whether you're using MailManager or MailArchitect, we'll need to import your subscriber list, this can be done using an Excel file (with MailArchitect you'll be able to do the import yourself if you like). At this point, it's also possible to create a subscribe form on your website, which will automatically add subscribers to this list for future campaigns. By law, you'll need an unsubscribe link on your e-mailer, this unsubscribe link would automatically remove the user from the subscriber list when clicked.

All that's left to do now, is to send the campaign. Once this has been done, you'll be able to view reports. This will allow you to see stats on deliveries, bounces, unsubscribes, etc.

## Additional Features

**Is it possible to have a form on the e-mailer? I need the user to submit information.**

No, it's not possible to have a form on the actual e-mailer, but there is a workaround for this. If you need information from the user, we can create a single web page with this form, and host it for you. Users will then be able to click through to this page from the e-mailer, and complete the form which can either get e-mailed to you, or captured to a database (or both).

**Is it possible to use a Flash animation or video on the e-mailer?**

Unfortunately not, it's best to stay away from advanced features such as Flash, and to stick to basic graphics. This is to ensure that your e-mailer is viewed properly across all platforms. We can use the same method as with the forms (see paragraph above) where the user will click through to see the full e-mailer with Flash. Alternatively, if the animation is simple enough, it might be possible to use it on the e-mailer in GIF format.

## Pricing

E-mailer Design (Required)	R1,200
E-mailer Build in HTML (Required)	R800
MailManager Setup (Option 1)	R1,000
MailArchitect Setup (Option 2)	R1,800
* Distribution – cost per campaign	R150
* Distribution – cost per email address	R0.50

### Calculating Costs Example 1:

For a once-off MailManager campaign with a database of 1000 email addresses:

$$R1,200 + R800 + R1,000 + R150 + (R0.50 \times 1000) = R3,650$$

### Calculating Costs Example 2:

For a MailArchitect setup with a database of 3000 email addresses, your first campaign would cost:

$$R1,200 + R800 + R1,800 + R150 + (R0.50 \times 3000) = R5,450$$

Every campaign after that (using the same template) would cost:

$$R150 + (R0.50 \times 3000) = R1,650$$

*\* Please note that distribution costs are subject to change with USD/ZAR currency fluctuations.*