

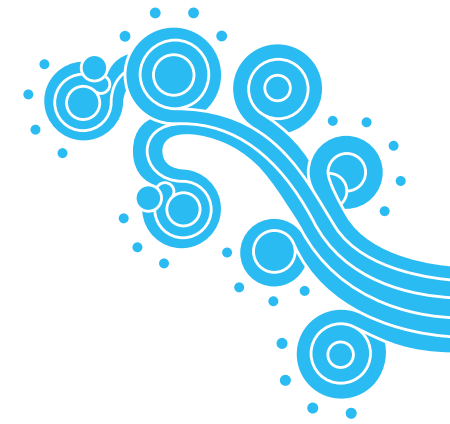
CUSTARDFISH 
love your website

Email Newsletters



Email Newsletters

Great ROI. Contact clients from just a few pence each!
We manage the whole process for you. All you have to do is provide us with your opt-in email list and we do the rest.



Easily keep in touch!

Emails are a great way to get in closer contact with your customers.

It doesn't rely on your customer remembering to visit your site, or seeing a print advertisement.

Targeted Audience

Only pay for clients who are actually interested, instead of mailing out to the world at large.

Email marketing returned an amazing £48.29 for every pound spent in 2007.

See it work!

Unlike any traditional advertising medium our email marketing has reporting tools!

Quickly see what's working, and what's not. Tweak future content to save time and money!

What Do We Do?

We closely work with you to ensure your emails have the maximum visibility, impact and return for your investment.

Design: We lovingly design your *very own unique html email newsletter*. Either completely unique or based on your current website or marketing material our newsletter designs will ensure you not only *stand out the from crowd* but head and shoulder above it!

Build: Working to current *best practices* we code and build the newsletter template.

Test: We make sure your Email will get through and look great! To do this *we test your email* in more than 15 of the most popular email clients like Outlook 2007, Outlook Express 6, Thunderbird, Windows Live Hotmail, Yahoo, Gmail, Lotus Notes, AOL and many more.

To ensure your content reaches your clients we also pass your email through real spam filters and popular desktop spam filters, we'll also run it through a number of key spam firewalls - the gatekeepers for most ISP's and large corporations.

Write: From your supplied notes *we professionally write, edit and proof-reading your copy* - we also edit and design relevant images to enhance your newsletter and deliver your message. *Professional and effective graphics* have been shown to increase response rate!

Deliver: No matter where in the world your recipients are located, you can *easily schedule the delivery of your campaigns* in their time zones. Scheduled deliveries can be targeted down to 5 minute intervals, ensuring your campaign is sent at the most optimal time.

Cost effective: Send to upto 1000 email addresses 'free' - any over 1000 are only 1p each.

Revise: Our comprehensive set of real-time reports allow you to *accurately measure the effectiveness of every campaign you send*. Its easy to gauge what your subscribers are interested in and *revise future content*.

Worth the effort!

Like most things, you'll only get great results if you're prepared to put the effort in.

We ensure your content reads and looks great. We check it displays correctly in the most popular email clients and we then use a reputable service to ensure your emails get delivered.

We can help you do it right first time - every time!

What Do We Charge?

Our costs are fairly simple and enable you to send one campaign per month. If you require more or less please ask!

Free set-up

Free bespoke HTML email template design

Email & SPAM testing before every campaign is sent out

Professional writing, editing and proof-reading of your copy

One delivery per month to your supplied opt-in list

Real time statistics and reports

Send to upto 1000 email addresses for free*

All for only £150.00 per month**

Example: You supply us with 3000 emails & basic notes on the first months content. We do the rest including design, build, adding content etc! It costs just £150 + 3000 x 1p = £180.00 to send. **Thats 6p per client!** Imagine how much in paper, envelopes, postage and **your** time it would take to do that with a traditional postal mail shot! And with worse results!

The first three month's fee's are payable in advance.

*The first 1000 email are free, any over 1000 are charged at 1p each. For large email lists (Over 10,000 addresses) reduced rates are available.

** Contracts are for a minimum of 6 months and then renewed on a 3 month rolling contract basis.

Why E-Newsletters?

It's cost effective

While the cost of designing your email can be comparable to direct mail, **big savings** start when you consider there are **no printing** or **postage costs** and your message is delivered for a **penny per recipient!**

It's immediate

The vast majority of your recipients will see your message and respond to it within the first 24-48 hours.

Do It Yourself?

As well as a fully managed all inclusive service for £150 per month we also offer you the ability to create and send your own professional newsletter campaigns!

Setup Fees

Setup of your account and integration and testing of your newsletter template.

£99

Template Design

Full design, build and testing of a bespoke email template for use with your campaigns.

£399

Sending Costs

You add content!
Each campaign costs a basic fee of £15 together with a flat charge of 3p per email.

£15 + 3p

Campaign Creation

Stuck for time or writers block? We can produce you a professional looking campaign this month!

£199

Did you know?!

Email Newsletters offer the **best ROI** of any advertising medium.

Email marketing spend is expected to hit £750 million by 2010.

Email marketing returned an amazing £48.29 for every pound spent in 2007.

The average ROI of all non-email online marketing is £22.52, less than half.

Our service makes it easy to send and monitor professional written and designed marketing campaigns. **Call us!**