



**splashweb**  
web management solutions

## EMAIL MARKETING

The advertising and marketing world is changing. Email Marketing is fast becoming one of the strongest marketing avenues available for your business.

Not to mention, it is extremely affordable.

Email Marketing carries fantastic benefits. It's direct to your customers, it's quick, it's paperless and it provides you with complete stats on who received, who opened and where they clicked. Email Marketing is one of the only true measurable mediums available in the advertising world.

There is one small catch though. The setup, maintenance and execution of an Email Marketing Strategy must be done in a fully compliant manner, otherwise it can cause serious harm to your website, your email system and possibly additional companies who share the same web server as you. This in turn can cost you thousands to tens of thousands to correct.

SplashWeb is a fully compliant system designed to deliver results!



**splash**  
media group inc.



## HTML EMAIL MARKETING

Email Marketing are live link emails that are delivered to your customers through a compliant sender. These are graphic rich emails that feature your brand, your messaging and offer live links that go directly to areas on your website.

Behind the scenes, these emails contain code, just like your website does. This code needs to speak properly with all email servers and all email programs such as Outlook, Mac Mail, Windows Vista Mail, etc. This code is what allows viewers to click on the email and be directed right to your website. This also allows us to track these responses and understand what messages or offers generate more of a reaction with your customers.

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## WORKING IN THE WEB WORLD

Unfortunately, Email Marketing is not as easy as just pressing “send”. Working in the web world, with all the elements is a tricky process. On top of that, when the email process was initially created, it was never intended on doing anything like this. In order to execute an Email Marketing campaign properly so it can be viewed and so it makes its way through all those Spam Filters, there are a lot of processes we have to take.





## GETTING STARTED

In order to get started we first need an “APPROVED” list of email addresses. What constitutes as an “approved” list is a little grey at the moment, however this is what it boils down to: the people you are looking to send to, have agreed and are fully aware that they will be receiving this information. (In some cases, our clients have attained this approval in writing).

If you do not have an approved data-base of names we strongly encourage you to start one. One of the best ways to do this is to offer a sign-up area through your website. This can also be initiated by sending a generic email to people you have been in contact with (within the past 2 years) and enviting them to go to your website to join.

Once we have an approved list we are off and running. We will then design an HTML Email template with a solid backend structure so that future changes are not an expensive process. This structure allows you to update your email for future campaigns fairly easily.

Once the HTML email has been approved we code it and test it against all the main Spam Filters and Email programs. From there we load in your data-base and execute.

Within the next couple of business days we can start to pull and track the progress of your campaign.





## INVESTMENT BREAKDOWN:

The cost to execute an Email Campaign is fairly straight forward. The costs we can not fully control are what will be needed for design and creation of your structure, as well as if additional time is needed to sort out coding issues.

### **Account Setup** **\$100+**

This includes establishing your account, loading your list into the system and working with our associate company to ensure your contacts are fully compliant. THIS IS A ONE-TIME FEE.

### **HTML Email - Design and Structure:** **\$700 - \$1500+**

This includes all design elements, foundation and coding needed to ensure your Email Campaign will be sent off without issues.

This is a one-time investment as long as we stay with the same structure. For changes on future campaigns usually run between \$150 - \$300.

### **HTML Email - Test:** **\$25.00+**

This is a process that allows us to test your HTML Email against Spam Filters and most Email Browsers. This is something we normally only do for the first campaign, unless we see a lot of Hard Bounces in your previous campaigns.

### **Campaign Delivery Fee:** **\$25.00+ per campaign**

<b>Price Per Email:</b>	1 - 500	= \$.05 each
	501 - 1000	= \$.04 each
	1001 - 2500	= \$.03 each
	2500 +	= \$.02 each

### **Reporting:** **\$25.00+**

We generate a Snapshot report after one week of the campaign date. This will be emailed to you for review. If you are then interested in further reporting or information, the cost will be determined by the time we've spent on this process.

Please note that these prices are in effect as of May 1st, 2009, but can change without notice. All prices do not include applicable taxes.

