

**Sample Proposal:**  
**Newsletter Tool Proposal**

# Newsletter Tool

## **Stand alone Newsletter tool. Easy add on to your existing website.**

Create company newsletters, monthly mailouts, emarketing mailouts, enewsletters and bulk emails while having the ability to personalise each sent email to improve the effectiveness of your email marketing campaign.

It's cost effective - While the cost of actually designing your email creative can be comparable to direct mail, the big savings start when you consider there are no printing costs with email marketing and you can get your message delivered for around a cent per recipient.

It's immediate - Email Marketing generates an immediate response, instead of waiting for a subscriber to visit your site you can get your message to them when it counts. The majority of your recipients will see your message in the first 24-48 hours.

It's relevant - Email makes it easy to segments your subscribers using a variety of criteria like demographics and past campaign behaviour (such as clicking a certain link). This way you can ensure your message goes to the individuals most likely to be interested in your offer. As a result we have integrated advanced tools to segment your subscribers lists.

It's completely measurable - More than any other form of marketing, email can provide actionable data on the results it generates. Keep track of who opened your email and when, what topics they were interested in, who forwarded it on to a friend, how many sales were generated and much more from within the reporting module.

**satisfaction = expectation - experience**



# Key Features

**Html templates** designed to match your corporate identity and internal style guides .

**Preview the email as you build it.** Use a simple text editor to work on your copy and include images and links.

**Complete sender control.** You can use your own 'from name' and email address.

**Manage multiple subscription lists. Manage and send newsletter** to various recipient groups.

**Add a subscribe to our newsletter** now form to your website.

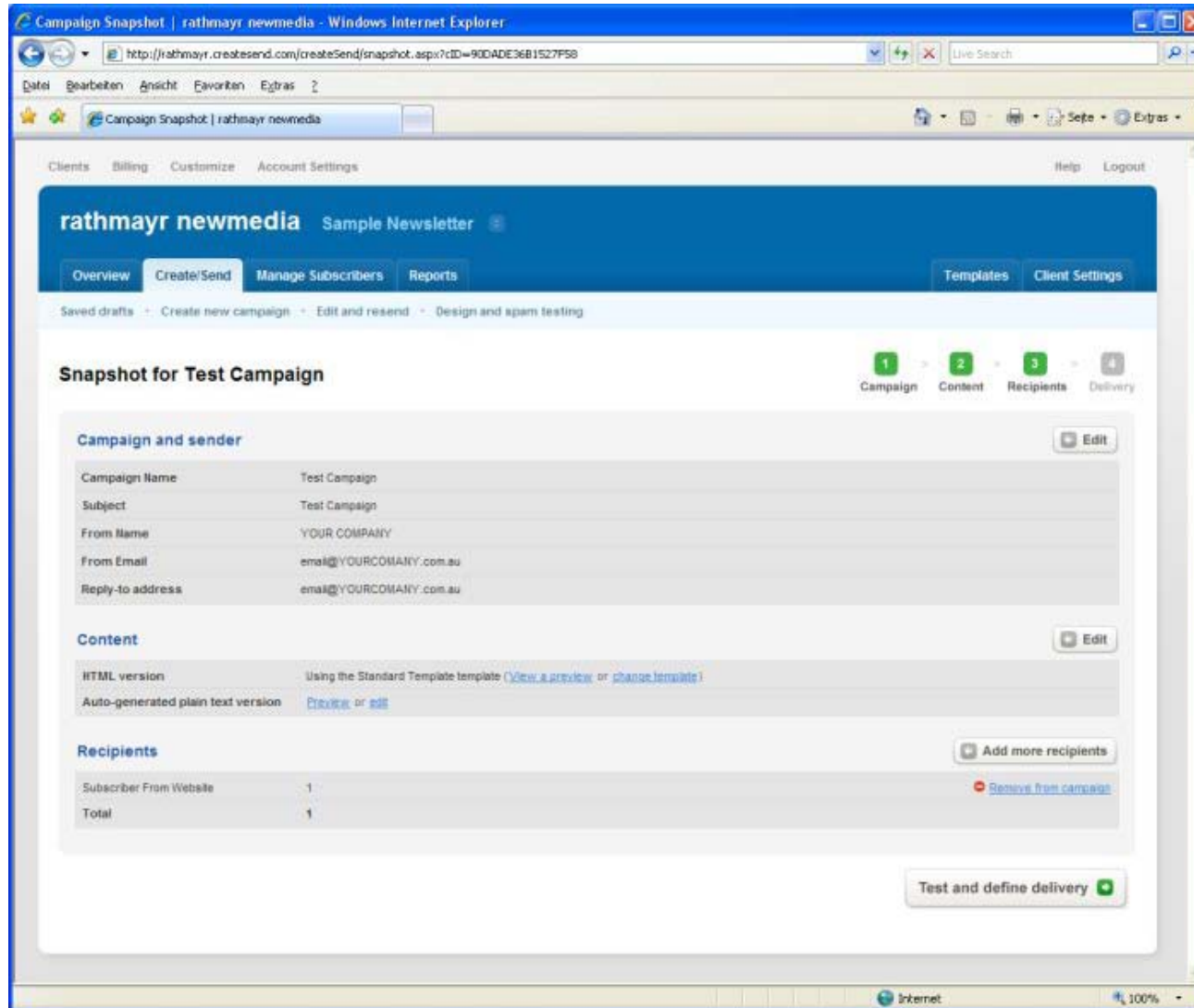
**Send now or schedule later.**

**Only pay when you actually send** a campaign.

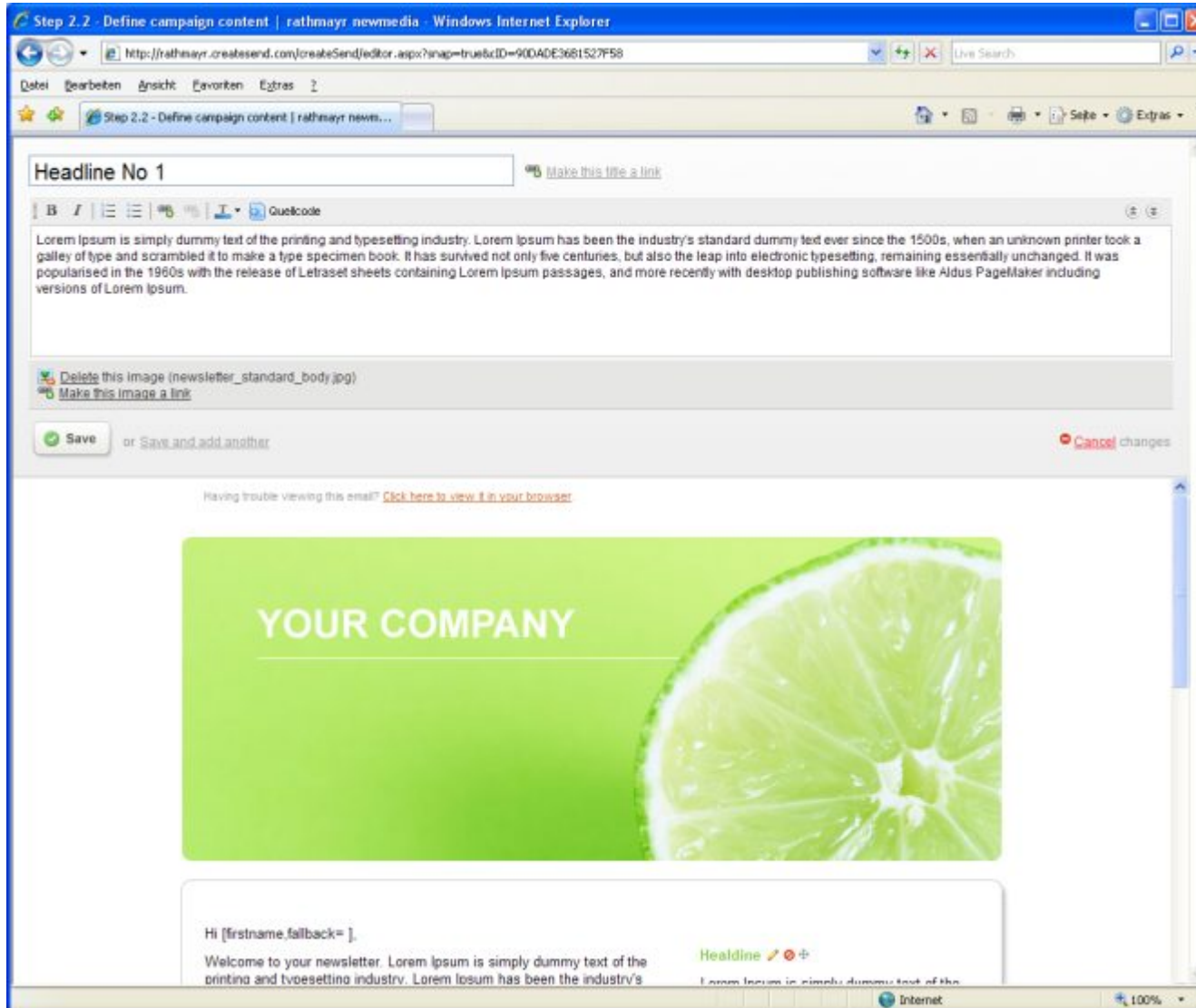
**Option for the recipient to forward the newsletter to 5 friends.**

**Reporting tool.** monitor exactly how many user actually look at the newsletter, unsubscribe, which links they clicked, forwards to their friends, etc

# Admin Console - Overview

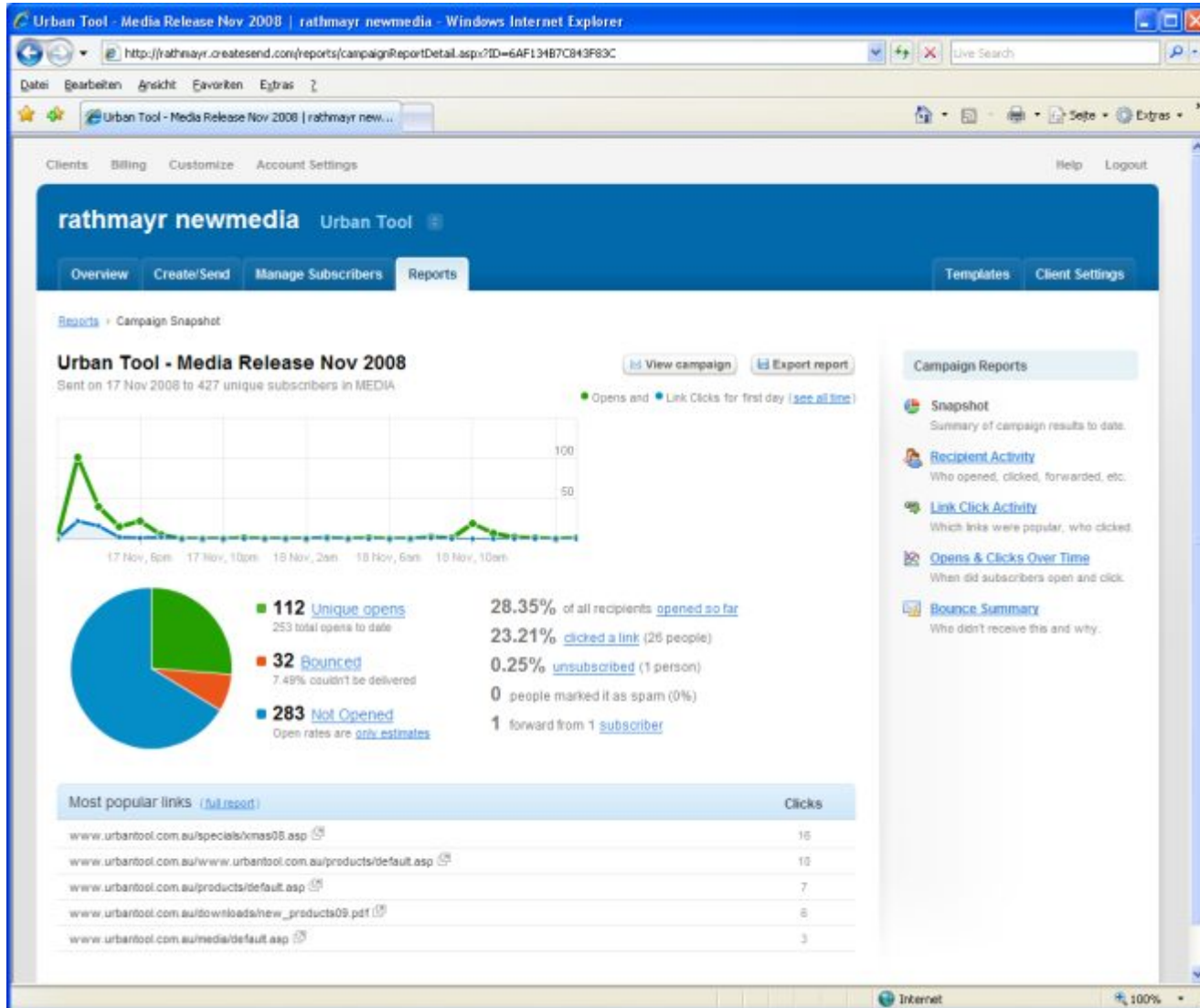


## Admin Console – Edit Content



Edit content, images and links with an easy to use rich text editor.

# Admin Console – Reporting



Measure the success of your campaign.

# Current Clients

**Ronstan**

Ronstan Australia / USA sending regular newsletters to their customers

**Woodenboat**

Sending regular E-News / Boats for sale / etc

**boatingOZ**

Sending regular E-News / Boats for sale / etc

**Merrymentality**

Regular information newsletter / workshop updates

**EventOFFICE**

Booking reminder

**Urban Tool Australia**

Sending regular newsletters to online customers, wholesale clients and press releases to media contacts.

**Gunters fine food**

Sending newsletter to existing and potential clients.

**Jims Moving Bentleigh**

Sending regular newsletter, reminder and special offers with call to action to clients.

**ULO**

Sending regular updates, industry news and special offers to clients.

# Get Started

**Setup Admin Console and Html Template add Signup Form** to existing website starting at AUD 450.00

**Per blast** 10.00 AUD and 0.03 AUD / email

**Standard hourly rate:** AUD 150.00 per hour

## who's onboard

online properties need experts and we leverage a team of experts to bring every solution to life

### **site director – mark bergin**

mark brings 19 years of online publishing across corporate and government engagements – “big scale audiences with differing needs working on the one site – a web symphony” that excites mark

### **production chief – erik rathmayr**

getting the look right, making the templates standards compliant and ensuring we produce on time and to budget – that's the short of erik's world

### **technical services**

no man is an island so we partner with best of breed partners for additional technical resources - sinocode, web central, melbourneit, business catalyst

### **systems & platforms**

microsoft and adobe  
we use certified developers on all sites

# contact

thank you and we look forward to working with you to achieve your desired outcomes.

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a thinking company pty ltd  
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melbourne 3004

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fax: +61 3 8612 3621  
email: [mark@thewebsquad.com.au](mailto:mark@thewebsquad.com.au)

## reference sites

Here is a list of recent/reference sites – as a bespoke web publisher – we don't offer clients existing sites and then rebadged them, each site is fresh, new and tailored to meet the clients visual branding, user experience and content.

[www.woodenboat.com.au](http://www.woodenboat.com.au)

[www.YACHTe.com.au](http://www.YACHTe.com.au)

[www.EQT.com.au](http://www.EQT.com.au)

[www.medhurstwines.com.au](http://www.medhurstwines.com.au)

[www.ronstan.com](http://www.ronstan.com)

[www.eventoffice.com.au](http://www.eventoffice.com.au)

[www.urbantool.com.au](http://www.urbantool.com.au)

[www.kidscount.com.au](http://www.kidscount.com.au)

[www.worksafeweek.worksafe.vic.gov.au](http://www.worksafeweek.worksafe.vic.gov.au)

[www.belindamerry.com](http://www.belindamerry.com)

[www.stateautomation.com](http://www.stateautomation.com)

[www.tonycostello.com.au](http://www.tonycostello.com.au)

[www.bodycompositionassessment.com](http://www.bodycompositionassessment.com)

[www.gunters.com.au](http://www.gunters.com.au)

[www.brightonprimaryartshow.com.au](http://www.brightonprimaryartshow.com.au)

# client portfolio

Air International - ANZ.com - Alfred Foundation - Australians Childhood Foundation - Australian Dairy Corporation - Autopro - BHP - BHP Steel - BoatingOz.com.au - CarParts - Computer Power Education - Confectionery Manufactures Association - CPA Australia - Bristol Myer Squibb - Citadel - Couta.Net - Department of Premier and Cabinet - Destination-e.com - Destination Event Management - Dilmah – Disney - Equity Trustees - Falls Creek Alpine Resort - Falls Creek Ski Lifts - fallsonline - Fosters - 49er.com.au - GE Capital - GMH Holden – GNC Livewell – GS1 - Honda Australia - ICI Pharmaceutical - IncitecPivot - ISO Industrial Supplies Office - kidscount.com.au - Knockler-Moeller - Legal Practitioners Liability Committee - Leo Burnett Connaghan & May - LGARIA - Lovelock Luke - Melbourne Advertising & Design Club - Mainsail Books – Make a Wish Foundation - Maxi Multimedia - M&C Saatchi - mediahub.com.au - Melbourne University - Montague Fresh - MYOB - NEC - NEMMCO - North Limited - Pacific Hydro - Philips - Pivot – Quantum Edge - Repco Auto Repair - RFI Industries - Team Repco - repcoshop.com.au - Rio Tinto - Ronstan - Shell - Sony – StateAutomation - Stott’s Correspondence College - Telstra - The Kenneths Group - Victorian Eastern Development Corporation - Victorian Yachting Council - yachte.com.au – WorkSafe - wishlist.com.au – woodenboat.com.au - Zurich Insurance

## recent websites

ronstan.com

eqt.com.au

kidscount.com.au

EventOFFICE.com.au

WorkSafeWeek.wksafe.vic.gov.au

