web-mailing

Targeted E-mail Marketing Communications

- **Generate new and repeat revenue for your business**

- **Keep in touch with your customers**

- **Add value to your service offering**

- **Retain and promote your brand**

- **Increase customer satisfaction and loyalty**

In today's business world, email marketing is no longer a luxury. It's a necessity.

Email marketing offers your business an effective communication medium at a fraction of the cost of traditional direct mail and off-line advertising.

Permission email marketing is a very profitable way to build business, gain exposure, and improve customer loyalty.

web-mailing **is designed to take care of everything you need to do it!**

Businesses that use *web-mailing* quickly realise the benefits of sending newsletters, special announcements and promotional offers to their customers via email.

Targeted Email Marketing

With *web-mailing*, targeting your email is easy. Email can be sent to all of your customers, or we can filter and send by demographic data stored in your database.

Including links to your web site can deliver marketing messages, complete documents and even products, directly to your customers AND we can **track who clicks through** to those links.

web-mailing handles it all for you – list set-up, html design, subscribes, unsubscribes, bounces, email personalisation, text and HTML email delivery, response tracking, following up, campaign reporting and more.

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Features

Personalised Email

Improve response rates by personalising your email. We can personalise the To, From and Subject fields as well as the Body text using any field in your database.

HTML and Text

With *web-mailing* you can send HTML email with confidence. Messages are sent as text and HTML to ensure your subscribers receive a readable version of your message.

Response Tracking

web-mailing can include trackable links in your messages and provide click-through reports to track the success of your email campaigns.

Build Relationships

We can set up campaigns to automatically deliver a sequence of timed messages to your list *(extra-cost 'Follow-up' option required).*

Subscriber Forms

Subscribers can opt-in to your mailing lists using *web-mailing* web forms. We can build the HTML-form into your web site and then automatically capture and store subscriber data, and instantly send a personalised welcome message *(requires access to your web server).*

Automatic List Management

web-mailing handles all subscribe and unsubscribe requests, and takes care of bounces and duplicate email addresses, keeping your lists current and clean.

Anti-Spam Protection

The IP address and URL of signup forms are captured and stored with each subscriber record. There is also a global remove feature so that we can remove and block any email address from your list.

Unsubscribe Facility

Your messages include a one-click unsubscribe option.

Fully Managed Service

This is not a do it yourself product – like all of our services *AnnWebCom* takes care of your campaign requirements, keeping you informed as necessary.

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Frequently Asked Questions

Q. How Secure Is The System?

Your list data is very secure. Your data is held in a database reserved exclusively for your mailing campaigns. Only **AnnWebCom** can access the data (and you if you need to).

Our multi level back-up systems and internet 'firewall' ensure your data is safe with us and unavailable to unauthorised access. We are data protection registered and conform to all legislative the requirements.

Q. Are Attachments Supported?

Sending of attachments is not possible using the system but not recommended.

A few points worth noting regarding attachments:

1. They will increase download time for your subscribers
2. There is an associated risk with virus transmission
3. Fewer list members will open your message if it is in an attachment

It's better to upload a file to a web-server and let those interested download it from there. The **web-mailing** service includes this.

Q. Do You Sell or Rent Lists?

We do **NOT** sell or rent lists.

Any list supplied to us by you remains yours. Under no circumstances will we sell or rent your mailing list to a third party.

We also advise you not to sell or rent your list to anyone else.

For your own mailing list, an in-house generated list is always much more effective than a rented or purchased list.

Q. How Much Does *web-mailing* Cost?

Please see our pricing below.

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New Account

£295.00 set up fee, including:

- 1 Account Initialisation
- 1 Template
- 1 List clean up and activation - up to 500 e-mail addresses
- 1 Mailing to up to 500 addresses, statistics and response management
- 1 'subscribe' form on existing website (if required)

Additional addresses £ 10.00 per 100 or part thereof. Scales for very large lists.

Existing web-mailing Account holders

Repeat Mailing

Using existing template and mail list

£105.00, including:

- Content changes
- 1 Mailing to up to 500 e-mail addresses, statistics and response management

Additional addresses £ 10.00 per 100 or part thereof (500-1500)

Additional addresses £ 5.00 per 100 or part thereof (1500+)

Repeat Mailing – New Mail List

Using existing template

£125.00, including:

- Content changes
- 1 Mailing to up to 500 e-mail addresses, statistics and response management

Additional addresses £ 10.00 per 100 or part thereof.

New Template

£155.00

'Follow-up' Service – Automated or Manual
By agreement – requires discussion

Notes

1. All mailings include statistics on number of e-mails opened* and click-through rates (if required).
   * Number opened is indicative only as the e-mail needs to be opened whilst on-line to increment the counter.
2. Prices exclude VAT which will be added at the prevailing rate. E&OE.
3. AnnWebCom reserve the right to levy additional fees for "high workload" mailings. However, any additional fees will be advised and must be agreed in writing in advance of mailing out.

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