

self-serve newsletters

According to research*, in 2007 there were 1.2 billion email users worldwide, and this number will grow at a rate of 7% per year over the next four years.

With such a wide audience, the opportunities offered by permission based email marketing are vast.

Email newsletters offer an instant and inexpensive means of keeping in touch with your customers, letting them know about developments in your organisation or industry, special offers and new products.

And if your newsletter is interesting and entertaining, your customers will forward it to their friends, helping to promote your organisation.

It's worth remembering that Innocent Drinks' newsletter subscriber list started with 11 subscribers, at least 50% of whom were relatives of Innocent employees; that subscriber list now contains over 50,000 opted-in email addresses, largely because the newsletters are such an enjoyable read that subscribers forward them to friends.

Email is a powerful communications medium, as long as it's sent with the recipient's permission.

Obtaining permission is easy when you put a subscription form on your website. With debbidoo's self-serve email newsletter system, you can easily generate customised HTML for this; all you need to do is pass this HTML to your web designer to paste into your website.

Registrations collected through this subscription form are handled automatically; if a subscriber unsubscribes, this is also handled automatically.

You can import your existing subscriber list—for example, if you've obtained permission by including an explicit opt-in checkbox on a physical or online application form.

You can also import email addresses straight from your customer database, but **only** if these customers have bought something from you within the past two years.

You cannot broadcast to email addresses that have been bought, rented, harvested from websites or otherwise obtained without recipients' permission.

Our campaign management system is very easy to use, so you can send a really professional looking HTML email newsletter to your customers in a few simple steps.

During the setup process we'll design and create your template, and upload it to your account. Once that's done, we'll hand the account over to you to practise with or start using immediately (you can send yourself a free test copy of every newsletter, to make sure you're completely happy with it).

The campaign management centre is very easy to use and navigate, but if at any time you become stuck, there's a useful "help" area that's organised logically and has a search facility to help you find the answer to your question quickly. In the unlikely event that you get really stuck, we'll be happy to answer your questions by email (we don't charge a separate support fee; it's free).

The help area also includes lots of useful advice about how to avoid being reported as a spammer—for example, by avoiding certain words and symbols—and explains exactly what sort of permission you need from your subscribers before you can send newsletters to them.

Once we've given you your account login details, one of the first things you'll want to do is visit the "manage subscribers" area of your campaign management centre, where you can:

- Add a new opt-in mailing list: add subscribers one at a time, several together or upload a CSV file. Once you have a mailing list, you can add to it whenever you like, and manually unsubscribe people if you need to
- Set custom fields, for example a place, a custom offer code, an account reference and so on
- Segment subscribers, for example by age, by gender, by location etc—enabling you to send different content to each customer group
- When you create a new list, you can define whether it's single- or double-opt-in, then edit the settings for your confirmation and unsubscribe pages and create custom text for subscription confirmation emails
- Using the "manage subscribers" section, you can also easily generate HTML code to add a subscription form to your website, ensuring your mailing list is automatically updated whenever someone subscribes to your newsletter.

When your mailing list is set up and you're ready to send your first campaign, head over to the "create/send" area; after a few simple steps here, your subscribers will receive your newsletter:

- ⇒ Give your campaign a name, a subject line, a from name and email address, and a reply-to email address
- ⇒ Choose the template you want to use, or send plain text-only if you prefer
- ⇒ Type or paste in your content; you can add as many new stories as you like. This step uses a very simple text editor, enabling you to enhance your text with bold, italics etc, add links and upload images. You don't need to know any HTML; you can only edit the regions of the newsletter that we've specified for you, so there's no danger of you "breaking" the template
- ⇒ Select the mailing list you'll be broadcasting to (if you have several, you can select as many as you like)
- ⇒ See a summary of your campaign before you send, so you can edit anything you've changed your mind about, and send yourself a free test copy to ensure you're happy with it
- ⇒ Decide when to broadcast (immediately or at a specified date/time), then send.

Your campaign management centre includes a reporting area where, once your campaign has been sent, you can measure its performance:

- See which email addresses have subscribed, unsubscribed and bounced over periods of time
- Check that all newsletters were delivered
- See how many HTML newsletters were opened, by whom, and how many times (text-only email opens can not be measured)
- Find out which of your subscribers clicked links in your newsletters, and which links they clicked
- You can even search for a specific subscriber to see what they do with your newsletters

You can also use your campaign management area to edit your account settings:

- Edit the name and email address of the person managing the account, change your password and edit your time zone
- Customise your “forward to a friend” page, by adding a custom header image or logo

setup

We charge a one-off setup fee of £125. This covers setup of your personal campaign management centre, and creating a custom, branded HTML template for your campaigns.

If you only want to send text emails and therefore don't need an HTML template, the one-off setup fee is reduced to £35. If you later decide you'd like an HTML template after all, we'll charge you £90 for this.

If you need extra templates—for example, if you're sending a different style of newsletter to different customer groups—each new template will also be charged at £90.

All setup fees are payable in advance; we can't create your account or template until your payment has cleared our bank account.

usage

We charge a per-broadcast fee of £5, plus 1p per recipient. Broadcast fees are invoiced after you've sent your campaign, and our invoice payment terms are strictly 30 days.

If you have a very large mailing list (over 50,000 subscribers) please ask us about our reduced usage fees for bulk users.

If you'd like to sign up to debbidoo's self-serve email newsletter service, or if you have any questions about the information in this brochure, please contact us as follows:

- ⇒ Phone: 02921 25 26 26
- ⇒ Email: info@debbidoo.com
- ⇒ Skype: debbidoo.ltd