



the power of email marketing

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Email marketing has changed the way we do business, making it easier to communicate with members. Using customized, personal email campaigns, businesses can grab a reader's interest and disseminate critical information.

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Build a contact list



Start with a Permission-based Contact List

Permission-based email means that you send email only to contacts that have given you their email address and agreed to receive information from you. Permission-based email campaigns receive much higher response rates than spam because the recipients have asked for the information from you. Contacts can have their name removed from your mailing list at any time and the mailing list is never circulated.

Building your Contact List

A subscribe form is placed on your web site that collects visitors' email addresses and contact information. Once visitors enter their email address and click a "subscribe" button, the information is collected and stored on a secure server. In addition to email addresses, you may collect other demographic information from visitors – gather as much or as little information as you need.

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Capture their interest



Capture reader interest with attention-grabbing email campaigns

You've got options when it comes to creating your email content. Use plain text, HTML, or another format, which you have created on your computer. You can include text, logos, graphics, and links to your web site for more information.

Run Promotional Campaigns

Email promoters are a great way to announce a new product offer or promote a new service. Attention-grabbing email promotions can help increase business opportunities and strengthen member loyalty.

Create Newsletter Campaigns

Deliver a newsletter with the value your readers expect by spending more time on content and less time on campaign execution – we take of all the delivery details. Professional-looking email newsletters can help attract new business, strengthen member and generate revenue.

Custom Campaigns

Whether you're running a one-time promotion or weekly newsletter, we help you automate the job and maximize your marketing results to generate brand awareness and stay in touch.

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Measure your success



Measure and refine your email campaign

Within minutes of launching an email campaign, intuitive management tools automatically provide instant reports that track the number of emails sent, received, opened, replied to, and more.

Campaign Reports

Receive reports that track user activity like click-through rates, percentages and frequency. Reports can be sent to you so that you can measure the success of your campaign. This instant feedback helps you understand how effective your message was in getting readers to take action. The better you understand the results of your campaign, the more you can refine your strategy for future email campaigns.

Data Mining

You can embed as many live links as you want in your message. Link text or images, and track each one to learn who clicked, which links, and how many times. Trackable links help you gain powerful business intelligence about your readers, so you can tailor future messages for better one-to-one marketing and even greater response rates.

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Pricing plans



Choose a plan that maximizes your efforts

Email marketing is a cost-effective means of communicating with your members. There are two pricing plans available that you can choose from depending on your needs.

Monthly Pricing Plan

The monthly plan is gives you 2 campaigns per month. You may decide to send a newsletter, special promotion or seasonal greeting, depending on your needs. The rates are:

- \$75.00 per month for up to 5000 emails (includes web site setup, email design + development)
- \$50.00 per 5000 emails thereafter
- \$50.00 additional email campaigns

Pay-As-You Go Pricing Plan

Pay on a campaign basis. Just send us your campaign material and we'll create and send the email campaign according to the following rates:

- \$99.00 for 5000 emails (includes web site setup, email design + development)
- \$50.00 per 2500 emails thereafter