



## Marketing Evaluation of Online Materials

**Receive a Complete Written Review and Recommendations Of Your Online Marketing Efforts And Find Out How They Measure Up To Best Practices**

- One 60 minute phone session where we will discuss your online materials, such as your website and your email program if you have one
- Includes going through every page and link on your website
- Includes reviewing entire Constant Contact setup (if you are using this email service) including bounces, opens, unsubscribes, Visitor Signup Form, Welcome Form, Thank You Form and overall functionality of your last 2 emails
- This will give you a complete picture of what you have and what needs to be done
- If print marketing evaluation is desired as well, please mention it and we will quote separately on this.

Fee: Starting at \$350 with rebates available for referring other businesses

## Helping You Start, Optimize And Maintain Your E-Newsletter

### Get Started and Running TODAY

#### E-Newsletter Quick Start

If you want to get started quickly, this is for you!

- Open a Constant Contact account (free trial)
- One 60 minute phone session where we will discuss your email requirements. This package does NOT include uploading of contacts which can be done for you in addition to this work, at an hourly rate.
- Set up your account settings
- Choose your e-newsletter template
- Show you how to upload and insert images
- Show you how to upload and import contacts

- Show you how to input and edit content
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By the end of the session, you will have your first e-newsletter started!

You will be given a list of items (your logo, images, text and your mailing list) to collect and forward to me before the session. While it is not necessary to have them all, by sending them in advance, we will actually upload and input them during the session, saving you time! Fee: \$99

## **Start an E-Newsletter Campaign**

### **E-Newsletter Campaign – Full Package**

If you are interested in starting an e-newsletter for your business (or your child's sports team or your family's place of worship) but you just don't know where to begin, this is the package for you. It includes everything you need to get your e-newsletter up and running and to ensure your success!

#### **Includes:**

- Opening a Constant Contact account – using info you provide. This account will be opened as a free trial and you will need to convert this to a paid account within 60 days or before uploading more than 100 contacts, whichever comes first.
- Resizing Logos and images as necessary for your e-newsletter and branded pages.
- Setting up account with your contact info.
- Creating branded landing pages for visitors.
- Generating HTML code for you to paste onto a page (pages) of your website.
- Creating three sample e-newsletter template layouts based on your preferences and tied to your website images, colors and fonts. We will develop one of these to the point where you will be able to input content and edit this document on your own.
- Creating one coordinated, branded flyer/bulletin/event reminder template.
- One 60 minute session where I will show you how to input content, edit and modify the template on your own and demonstrate how to set up your contact list. This package does NOT include uploading of contacts which can be done for you in addition to this work, at an hourly rate.
- One 60 minute session conducted one week after your first publication is sent, to discuss your campaign response metrics.
- Producing an outline for a basic, 1 year plan for your marketing campaign including suggestions regarding seasonal changes to be made in colors and images and ideas for increasing your readership through surveys, polls and content.

The goal of this package is to get your e-newsletter up and running - you will have an e-newsletter template and an understanding of how to use Constant Contact to get your message online and into your client's inbox.

Fee: Starting at \$650 with rebates available for referring other businesses that signup through my Constant Contact web link at [www.TheEmailWorks.com](http://www.TheEmailWorks.com).

## **If You Want to Take Your Online Marketing Campaign to the Next Level**

### **One-on-One online Optimization Sessions**

If you already have an e-newsletter but would like suggestions on how to make it more effective, attractive and/or profitable, this is for you! During these phone sessions, we use an internet tool to go into your existing Constant Contact account and:

- Edit, modify and/or update your templates
- Look at ways to improve your existing templates
- Look at and discuss your report metrics
- Discuss segmenting your lists
- Look at the survey and event tools and see if these might help you
- Address any specific issues pertaining to your newsletter and campaign

We will be in contact, via email or phone call, before the session to discuss the agenda and can tailor it to your individual needs. Most time slots allow for additional time if you would like to extend the session.

Fee: \$75/hour

## **Struggling to Get Your E-Newsletter Out Each Month?**

### **Monthly Maintenance Plans**

If you have an e-newsletter campaign started but are struggling to get it out each month, I can take care of all that for you! I can take your content and insert it, create content for you, create year-long plans and research themes. I can supply as much or as little assistance as necessary - it's your choice!

Fees based on the scope of services required, billed at an hourly rate.

## **Tying it All Together**

### **One on One Strategizing Sessions**

One on One sessions include a complete overview of your needs and goals, your existing

campaign materials (if you have any) and your website to see how they are, or are not, working and to determine how to get the most out of these mediums.

This is an excellent way to get a handle on multiple efforts that were started at different times and have never been reviewed comprehensively. Streamlining your efforts will save you time, money and energy!

Fees based on the scope of services required, billed at an hourly rate.

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