

SERVICE DESCRIPTION – SimpleMailer

Do you need to send professional looking publications by email to a list of people and monitor results? **SimpleMailer** provides an easy to use password protected web based interface, that gives you access to all the facilities needed to easily set up, run and monitor your email marketing campaigns.

Subscriber Lists - Multiple subscriber lists are supported if required.

- **Importing existing lists** is quick and easy. Duplicates are automatically removed and those who unsubscribed or bounced in the past are filtered out.
- **A subscribe form** on your website provides a great way to grow your database automatically.
- **The easy to use advanced system** gives you complete control whilst managing any bounces and unsubscribes automatically. Adding or removing a subscriber, or viewing their details are just a click away.

Publication is made easy – with an easy to use online editor.

- **Customise your Publication.** You define who the email is coming from, the subject and which email address any replies should be forwarded to.
- **Choose a template.** We supply professionally designed templates in your house style with your logo and other graphics, you simply enter the content.
- **Preview as you type.** 'Live editor' shows you your Publication as you compose it. and saves your draft automatically. You can add your own text and images and change the order in which any items appear. We even make adding social media really easy.
- **Schedule for delivery.** Once you have composed your Publication, you can send yourself a test to make sure it looks perfect. Then send it immediately or schedule it for later delivery when it is more likely to be read and responded to.

Monitoring Results

You can easily see comprehensive data about your campaign's effectiveness. Discover what your audience is interested in and be able to follow-up at an individual level

- How many recipients opened, How many clicked a link How many unsubscribed?
- Who opened your email, when and what links did they click on?
- How many times each recipient opened your publication and over what time period?
- Who clicked each link?
- With a new feature "world view" you can see your recipient's activity in real time on a world map.

COSTS

You only pay when you send an email out and then only for the number of people on the distribution list. No more hidden charges, monthly fees or credits to buy in large blocks. All you pay is a £7.50 flat fee + 2p per recipient on your distribution. So to send a fully trackable email to 500 people costs just £17.50

EXTRAS

Quick Start Support Pack – For a one off fee of just £80 +VAT we help you to load your subscriber lists, supply basic templates, advise on how best to structure your campaigns or newsletters and provide email / telephone support.

Customised templates – If you want a special or non-standard publication designed ask us to quote a price

Ongoing Support – We could stay involved or even run your campaigns for you if you want! Ask us for a price.