

DesignerNewsletters.com

email marketing made simple



personalized
customized
hands-on &
hassle-free

It's as easy as 1 - 2 - 3!

1. Send us your mailing list
2. Write your newsletter content and send it to us
3. Choose a frequency for your mailings

We do the rest!

..... A service of West Design

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What's the deal?

The Designer e-Newsletter package includes a custom bannerhead and page layout template designed to coordinate with your website and/or existing marketing collateral; and a database containing your mailing list. The newsletter will be formatted with all the styling capability of HTML and CSS (just like a web page) for a professional, "designer" look to impress your clients. (Emails are also sent as plain text if client is not able to receive HTML email.) The package also includes a sign-up link to be placed on your website.

Your content can be written in a simple MSWord file, a text file or even an email. We will convert the text to HTML, plug it into your customized template and send the email newsletter to your mailing list (as though it was coming from you) at scheduled intervals determined by you.

Your mailing list—simply names and email addresses in an Excel spreadsheet. If you don't have Excel, a Word or text doc, comma-delimited (CSV), will work.

The cost of this service—competitive with other email newsletter services, but with more personalized, customized, hands-on and hassle-free service—is now offered at an very reasonable price of:

One time set-up: \$225.00*

Cost per mailing: \$35.00**

- * Set-up fee includes custom-designed banner and layout of newsletter template, creation of database for mailing list, and a sign-up form to be placed on your website.
- ** Price based on mailing list of 500 addresses or less. (Prices are subject to change without notice.)



Tasty Tidbits

- You can use the Designer e-Newsletter service on a month-to-month basis or sign up for 1 year (12 mailings) and receive a 10% discount.
- Every account comes with email and phone support, but since we're doing most of the work you shouldn't have anything to worry about!



- If your mailing list is over 500 addresses, please email us or call for a price quote.
- If you want to send more than one newsletter a month, please email us or call for a quote.
- To send 150 newsletters by "snail mail", the postage alone would cost over \$60.00!

The most significant finding from useit.com's usability testing of email newsletters is that "users have highly emotional reactions to newsletters...Newsletters feel personal because they arrive in your inbox; you have an ongoing relationship with them."



FAQs

How do people sign up for my newsletter?

We will supply you with a sign-up form or a link to a sign-up page for your website.

Email Opt-in: By registering for your newsletter, users are giving you their permission to send them e-mails concerning special offers and news on a regular basis. At any time, every email will contain the ability for them to opt-out of your mailing list.

What if someone wants to be removed from my mailing list?

Email Opt-out: If a recipient of an e-mail from your mailings decides that they no longer wish to receive your emails, they can then click on the link provided in the e-mail. They are then recorded as being "opted out"—which prevents any further emails from being sent to their email address.

What's to keep my email newsletters from being classified as SPAM?

The only way of effectively creating a mailing list, without getting the label of spamming is by carefully choosing the way in which users subscribe to your mailing list.

Also, our system automatically sends the emails out in various sized batches, rather than all at once, so that the email server is not overwhelmed.

How do I know who has signed up for my newsletter?

Opt-in and Opt-out reports are provided after each mailing at no charge. These reports will inform you of who signs up or drops off your mailing list.