

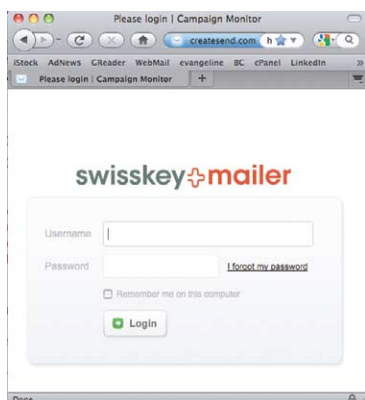


swisskey e-mailer

unlock your integrated email marketing system

swisskey e-mailer

a powerful electronic direct mail tool that is user friendly and cost effective



✚ There is no faster and more cost effective way to communicate with your customers than through electronic direct mail (EDM). Thanks to swisskey e-mailer you now can keep your customers informed of your latest offers, sales, events and news. And it's virtually as simple as pushing a button!

Online marketing made easy

Your database is your most valuable marketing tool and you most likely have invested a lot of time and money into building it. It's a proven fact that it is much easier and more cost effective to market to existing customers than to acquire new customers. So why not make the most of your database and start working it hard to increase inquiries, sales and add value? Permission based email marketing is the most cost effective approach for reaching your customers in an instant and communicating your messages.

A word to building your database

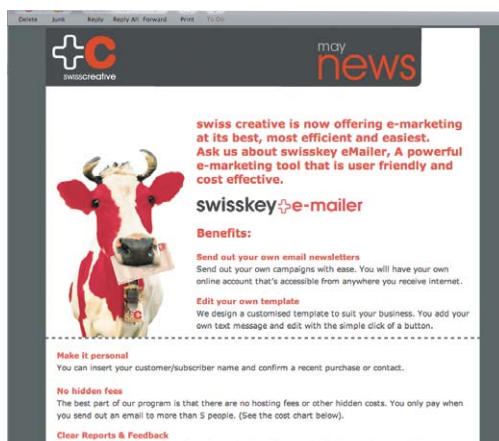
Building and maintaining a good database is critical to the success of any business, and especially so for online marketing. You can do this manually, however, an easier way is by having a website that automatically captures every inquiry and transfers it onto your database for you. This way your database keeps growing and you are reaching more and more customers.

For a practical solution on how to incorporate this and many other features into your website visit www.swisscreative.com.au and go to *online biz*.



swisskey e-mailer benefits

With swisskey e-mailer you have a choice of either staying in control and sending out your own email campaign, or you can delegate it to us. Either way, you will benefit from this nifty software in many ways.



+ Send out your own email newsletters

Send out your own campaigns with ease. You will have your own online account that's accessible from anywhere you receive internet.

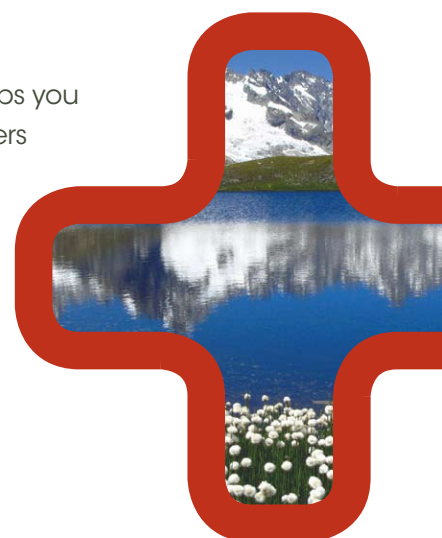
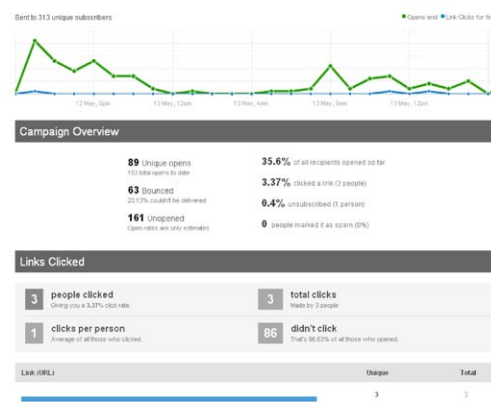
+ Edit your own template

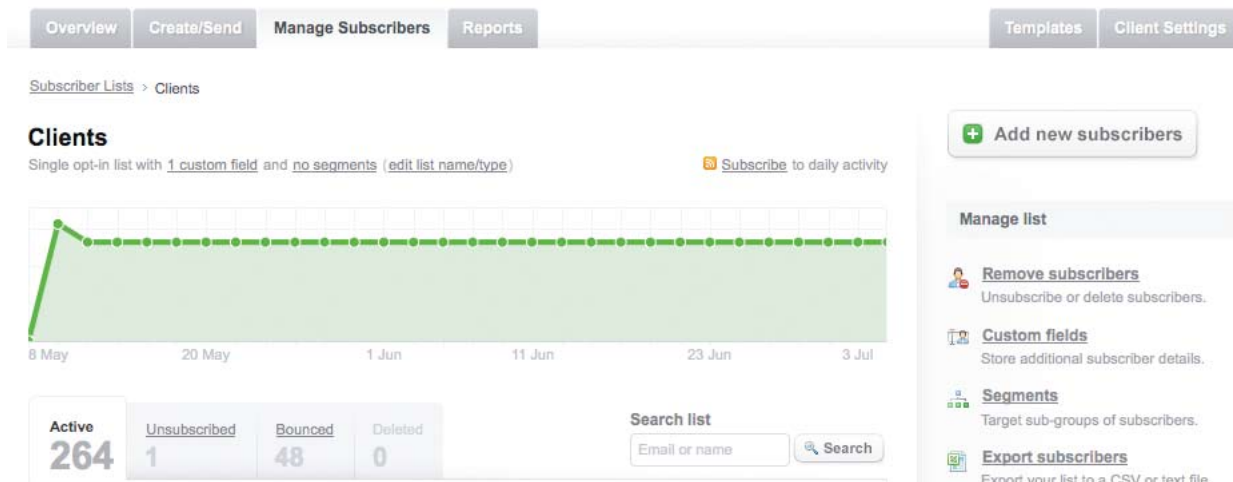
We design a customised template to suit your business. You add your own text message and edit with the simple click of a button. Alternatively, we can write the email newsletter for you.

+ Clear reports and feedback

Swisskey e-mailer provides comprehensive up to the minute reports allowing you to accurately measure the effectiveness of each email campaign you send. You can check how your subscribers are responding:

- who is opening your email
- who is unsubscribing or marking your email as spam
- who is forwarding it to a friend
- email client usage (e.g. Outlook, iPhone, Gmail or Apple Mail) which helps you tailor your emails to suit and concentrate on the most important customers
- which sections of your email are of particular interest
- these reports can be saved in pdf format or exported to Excel depending on the report.





More benefits

+ Manage subscriptions and contact lists

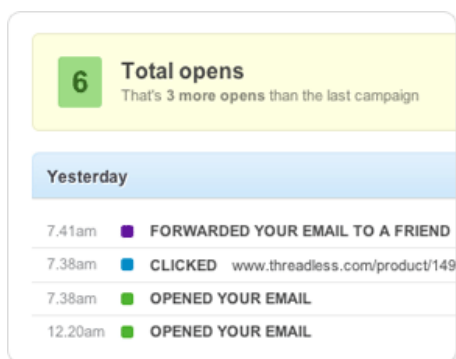
Our program handles new subscribers, unsubscribers or emails that bounce back automatically. It allows you to create your subscribers into target groups and to add an unlimited number of lists and databases to your preferred mailing list via a flexible import process. It also allows you to export lists to Excel.

+ Make it personal

You can insert your customer/subscriber name and confirm a recent purchase or contact.

+ No hidden fees

The best part of our program is that there are no hosting fees or other hidden costs. You only pay when you send out an email to more than 5 people (see the cost chart on page 6).



+ Forward to a friend

You can also easily track the results from those recipients who spread the word.



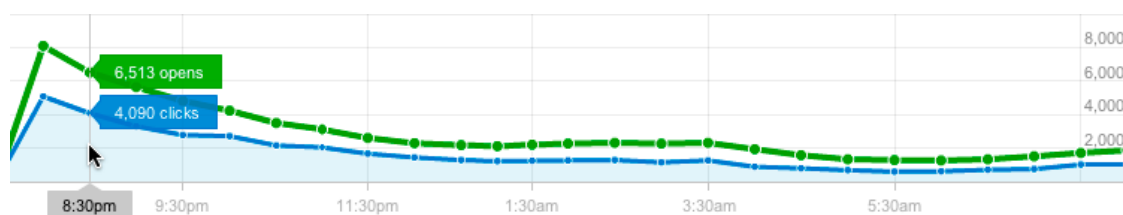
Even more benefits

+ High % deliverability

Our program ensures your emails get through the spam filters and are delivered. For an additional fee, you can use our spam testing tool to see just what your email looks like and test it through real firewalls and filters.

+ Time control

You can opt to have your contacts receive your email at a suitable time in their own time zone.



+ Easy campaign tracking

Via an automatic link to Google Analytics, you can automatically record related sales and conversions in your account and revenue if coded into your shopping cart or booking engine. You can also compare campaigns and spot trends to find out what your clients find relevant.

+ Your information remains private

We respect your privacy. Your data is never shared with third parties and is kept secure and safe at all times.



swisskey e-mailer cost

With our Swisskey e-mailer program, you have the choice of two options: stay in control and send out your own email campaign, or delegate it to us. Both options require us to design and build a newsletter template in html code.

Option 1: You are in control

You set up and update your database, edit your newsletters and manage your mailouts at the click of a button. The program allows you to add text and images to the template we design and build, similar to a CMS (Content Management System) of a website.

Initial cost:

- + Design and build e-newsletter template in html from from **\$680***
*depending on your requirements – we will quote once we know the exact content.
- + **Optional:** Account setup and uploading database **\$225**

Recurring cost (per mail out):

- + Basic cost per newsletter mail out **\$35**
- + Cost per email up to 1000 **6¢**
- + Cost per email over 1000 **4¢**

Option 2: Let us do the work for you

In this option you supply us with text and images each time you want to send out an email campaign, and we set up the newsletter using the initial template.

Initial cost:

- + Design and build FYI newsletter template in html from **\$680***
- + Account setup and uploading database **\$225**

Recurring cost (per mail out):

- + Design subsequent newsletters, text & images supplied from **\$380***
- + Design subsequent newsletters, copywriting by us from **\$580***
- + Cost per newsletter campaign sent out **\$55**
- + Cost per email up to 1000 **6¢**
- + Cost per email over 1000 **4¢**

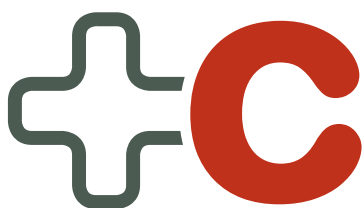
*depending on your requirements – we will quote once we know the exact content.

Experience the **swiss creative** difference

If you would like to know more about swisskey e-mailer, swisskey online business package and web design or swiss creative's advertising and marketing services, please visit

www.swisscreative.com.au

Email us an enquiry or call us for a **complimentary** discussion about the **possibilities** for your business. Experience how it feels to work with a team of experts who are **passionate** about moving your business forward and giving you **exceptional** creative work, delivered with the swiss standard.



SWISScreative

p 07 5456 2588

f 07 5477 1919

e info@swisscreative.com.au

w swisscreative.com.au

Unit 3, Kunda Business Park
24 Hoopers Road, Kunda Park Q 4556
PO Box 395, Cotton Tree Q 4558