

TARGET your customers with bespoke, professionally designed HTML e-shot campaigns from Emerald Colour

Emerald's Design Process:

- Your HTML e-shot designed to match your branding, adding your logo, creating a header and using specific colours
- Choose from the 4 different formats opposite
- The template can be repeated to keep your e-shot campaigns looking consistent
- A bespoke e-shot created from your template, adding in new text and images supplied
- Test e-shot sent for approval
- Template duplicated to generate further e-shot campaigns with new text and images

Target your client base:

- Database of emails required
- Data uploaded onto our admin system.
- Data sorted into specific lists to target customers requirements
- Approved e-shot will then be sent to your targeted list of customers
- Please note that your customers must have agreed to receive marketing material from you

Campaign Reports:

Campaign report detailing responses to your e-shot, so you can follow up any possible leads. The report contains information such as;

- Who opened, when, and how many times
- Who clicked on what, and how many times
- Who did not open the email or who bounced
- Who unsubscribed from your list
- How many times the email was forwarded
- How many times it was reported as spam

Contact us for further info:

t: 01256 819788
 e: sales@emeraldcolour.co.uk
 w: www.emeraldcolour.co.uk

1 Choose from 4 different formats to form your e-shot:



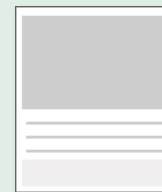
Header:
Header graphic with text & images below



Left Column:
Header with left column for short news stories or quick links.



Right Column:
Header with right column for short news stories or quick links.



Postcard:
Large graphic header with small amounts of text below.

2 Design created and a template built:

The diagram shows a template with the following sections and labels:

- Your Logo**: Points to the top left logo area.
- Short news stories**: Points to the middle left column.
- Email & web Links**: Points to the bottom left contact information.
- Required info about you**: Points to the bottom right form area.
- Left column format**: Points to the left column layout.
- Header to match your branding**: Points to the top header area.
- Main news story**: Points to the large central text area.
- Add images within your text**: Points to an image placeholder within the main text.

3 Supply your email database for the e-shot

4 View reports to see how successful your email was:

General Stats	
Total Recipients:	2195
Successful deliveries:	2157
Bounces:	38 (1.73%)
Recipients who opened: [?]	1130 (52.3%)

- Total Recipients
- Who opened
- And much more

Design & Artwork Services

Digital & Litho Print Solution

Website & Multimedia

**emerald
COLOUR**

Pricing Information

ONE-OFF cost to create your template

This will include:

- One design created from your branding based on a discussion with you
- On approval, build the template in HTML and upload to our admin system
- On receipt of you email data, sort and upload to our admin system

ONE-OFF
cost of
£245

Creating your e-shot campaign

This will include:

- You supplying text and images for your e-shot campaign
- Uploading your text and images for formatting into your template
- Sending test e-shots for you to approve and making any corrections

Recurring
cost of
£90

*e-shots can be sent weekly,
fortnightly, monthly or any
time you like.*

Sending your e-shot campaign

This will include:

- On approval of your test e-shot, sending to your supplied target list
- Supplying you with a campaign report detailing responses to your e-shot
- The campaign report will be delivered 2/3 days after the e-shot was sent

Prices for sending up to:

500 emails: **£30**
1,000 emails: **£60**
2,000 emails: **£110**
5,000 emails: **£190**

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