

At **FutureBuzz**, we offer everything you need to create and send successful email marketing campaigns. Deliver beautiful emails, manage your subscribers and track your campaign results, all from within your browser!



### Send beautiful emails

- Easily build your own campaigns
- We provide a range of template designs
- Choose which customers to target



### Manage your subscribers

- Easily add your own subscribers
- Handles unsubscribes & bounces automatically
- CAN-SPAM compliant



### Great looking reports

- Great looking charts on the results
- See who opened, clicked and forwarded
- Drill down to individual subscribers



### Target specific customers

- Create segments for targeted campaigns
- Segment based on location, interest or anything else you store



### View the results anywhere

- Mobile friendly version
- Access results from anywhere



### No experience required

- Simple interface
- You don't need to be a 'coder'

Our **Digital Dashboard** provides a variety of campaign options & a suite of add-on services. Our flexible pricing model allows you to get great value, whether sending a few times a week or only once in a while.



### Template design

- Develop your template concept
- Fully code in Dreamweaver
- Test & import into your dashboard



### Monthly retainer

- If you intend sending e-campaigns regularly, you might consider a monthly retainer
- Unlimited sending each month



### One-off campaigns

- Better option for infrequent campaigns
- Charged on a per email address basis
- Can still update & store your database



### Other services

- Data cleansing & organising
- A/B Split Testing
- Campaign reporting

#### Pricing: One-off campaigns

\$15 per campaign.

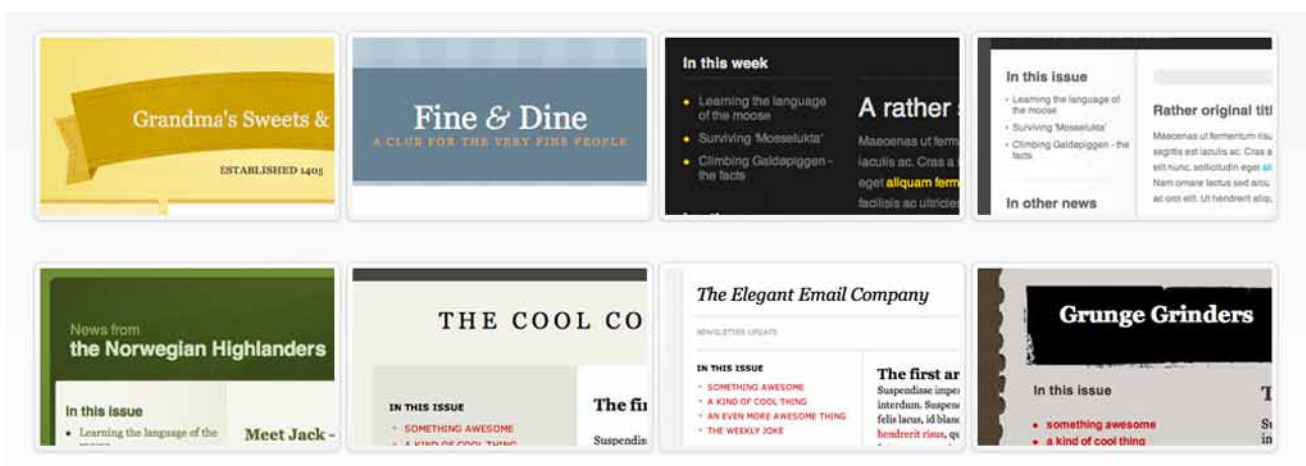
3 cents per email address.

- Does not include template design
- Size of database is unlimited
- No contracts or lock-ins

#### Pricing: Monthly Retainer

Database size	Monthly Cost
1-500	\$30
501 - 2500	\$60
2501 - 5000	\$90
5001 - 10000	\$145

- Includes template design
- Minimum 6 month retainer
- For volumes over 10K, please enquire
- Costs exclude GST



#### Why Choose FutureBuzz?

According to Exact Target data, 42 percent of subscribers are more likely to buy from a company after subscribing to their e-mails. So, it's a safe bet for your business to continue sending out newsletters. However, it's important to use common sense, strategic language and ethical practices in order to improve your subscription results.

FutureBuzz have a tried & tested process for developing e-campaigns and we do so for major companies around Australia. Whether they be weekly, monthly or one-off campaigns, we can develop the strategy, content, templates and handle your database management.

# Who can I send email to?

## Guidelines for permission-based email marketing

### Why do I need permission?

Sending people unsolicited email, commercial or otherwise, is against the law in many countries worldwide. Besides that, wouldn't you rather be talking to people who you know are interested in what you have to say?



#### Who Can I Send Email To?

**People who have specifically signed up through your website:**

For example, by ticking a checkbox (not checked by default) on your signup or sales form

**People who completed offline forms & indicated they wanted to be emailed:**

Eg: By filling in a competition or survey form where they specifically agree to receive email

**People who gave you their business card and asked to receive email:**

If someone gives you their business card and you have also explained to them that you will be in touch by email, you can contact them.

**They purchased something off you in the last 2 years:**

By making a purchase from you they have provided their permission implicitly, although it is much better to explicitly ask them.



#### Who Can't I Send Email To?

**Anybody that is not covered by the list to your left!**

Here are some examples:

**Lists or email addresses received from a third party:**

Includes any list you bought or rented, got from a partner or membership organization.

No matter the claims of the source of this list, you cannot send email to them.

**Addresses you collected or "copy & pasted" from the Internet:**

Even if they look like ideal customers for you, you can't email someone just because you found their address.

**Addresses you haven't emailed in the last 2 years:**

Permission doesn't age well. Even if you got their permission legitimately, they won't remember giving it to you. If you haven't sent something to that address in the last 2 years, you can't start now.

### Client agreement

I, \_\_\_\_\_ on behalf of \_\_\_\_\_ (company) agree that every subscriber list provided for future email campaigns will be gathered in accordance with the permission guidelines above.

Date: \_\_\_\_\_

Signature: \_\_\_\_\_