

Stay Focused On
What You Do Best.



Let Office Angels
Handle the Rest!

EMAIL MARKETING START-UP PACKAGE

A well-written, education-focused electronic newsletter establishes you as an expert, someone your clients and prospects will turn to for guidance, and someone they'll refer to friends and colleagues. Regularly sending an e-newsletter helps build relationships with your clients and prospects and it's a great tool to promote discount offers and special services, boosting client loyalty and retention.

Finding the time to develop an e-newsletter template, create your contact lists and get it sent out on regular basis can be a challenge. Office Angels® can help. Our Email Marketing Start-Up Package includes*:

- Account set-up
- Distribution list upload
- Image upload
- One customized standard email template
- Welcome letter customization
- Consultation (up to 1 hour) to include email marketing goals, distribution list and image storage recommendations, product usage and more

*Client provides all data, content and images.

For **just \$175**, we can help you get started on the path to creating and delivering e-newsletters and other promotions to your clients and prospects. You can take it from here, but if you want more assistance, we're trained in industry best practices to get your email marketing campaigns opened and read.

Office Angels provides additional services on an hourly basis, including researching and writing content, maintaining distribution lists and analyzing metrics to determine the content, subject lines, layout and schedule that have the greatest impact on your subscribers.

Constant Contact Email Marketing Start-Up Process

Before setting up a template, we discuss the general look and feel you want for your newsletter. We will talk about content and whether full articles will be included or if the newsletter will link to your website and/or blog and if you will be incorporating social media links. Also important is whether the newsletter will include special offers, coupons, etc. or will be more for the purpose of purely sharing information.

What we need from you:

Basic Constant Contact 60-Day Free Trial Account

- Email address to use for account login
- Company logo in JPG format
- Additional images (up to 4) in JPG format (photos of you, your product/service, membership/affiliation logos, etc.)
- Up to 100 contact names (first name only) and email addresses, preferably in Excel format
- Sample email content

At the end of your 60-day trial (or if you exceed 100 contacts before that time), you'll need to transition to a paid account if you want to continue your email marketing efforts. We can provide instructions for accessing your Constant Contact account and providing payment information. Monthly, 6-month and 12-month payment plans are available, with discounts for pre-payment.

Basic Constant Contact Paid Account (starting at \$15/monthly)

- Email address to use for account login
- Password if account already established
- Company logo in JPG format
- Additional images (up to 4) in JPG format (photos of you, your product/service, membership/affiliation logos, etc.)
- Up to 500 contact names and email addresses, in Excel or CSV format, sorted by list type (newsletter, promotions, etc.)
- Sample email content

Optional Add-Ons

Premium Image Storage (\$5/month)

Allows for additional image storage (beyond 5 standard)

Access to 100's of stock photos

Email Archiving (\$5/month)

Allows for links to sent emails to be posted on company website, Facebook, LinkedIn, etc.

Additional Services (currently offered at \$33.00/hour)

- Gather topics
- Write/edit copy
- Develop/implement schedule

Office Angels Constant Contact Partner Program

At Office Angels we are always looking to improve our services and expand the benefits our clients receive. It is with this goal in mind that Office Angels is now a **Constant Contact Partner**. As a Constant Contact Partner, we can—with your permission—add your account to a master “Partner Console,” which will allow your Angel Admin to more efficiently manage and update your email marketing campaigns and contacts. Your current login and password will not change, and you will access your account just as you do now.

The primary benefit to you is that if you elect you be part of the Office Angels Constant Contact Partner Program, you can recognize significant savings on your Constant Contact account. We have worked with Constant Contact to offer the following discounts:

- 15% discount for accounts paid monthly
- 20% discount for accounts pre-paid for 6 months
- 25% discount for accounts pre-paid for 12 months

Your current billing cycle and method of payment will not change and Office Angels will not have access to your billing/payment information. However, if you choose to be part of our Partner Program, the discount will be reflected on your account.



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