

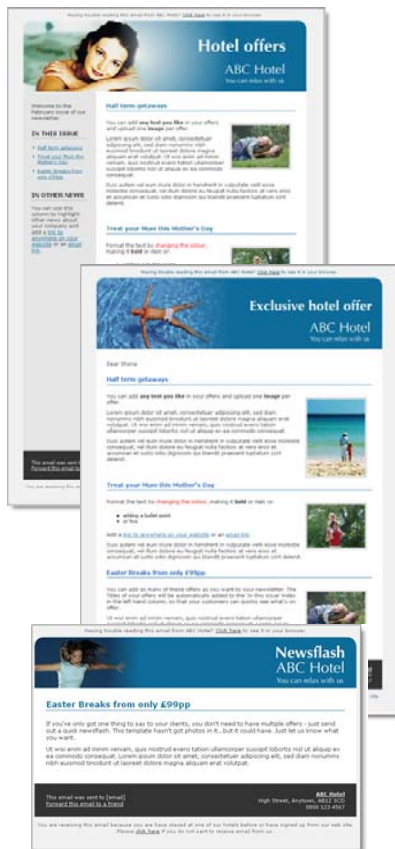


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Email marketing made easy

Hosted email marketing from blue spark*



blue spark* offer a comprehensive hosted email marketing system which gives you the benefits of professionally delivered emails to your email lists - with the option of Pay-as-you-go or Monthly billing - making blue spark* the ideal and cost effective choice for your email marketing.

There are usually good reasons to switch from trying to send out bulk email yourself to using a hosted system:

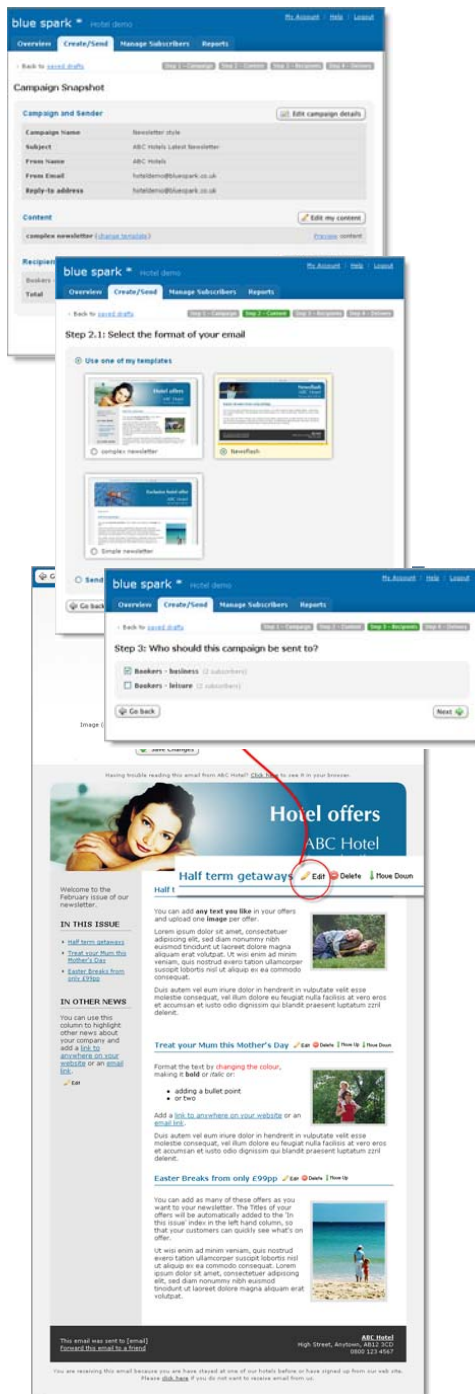
- the number of email addresses has grown to a point where the administration of bounce-backs and out-of-offices becomes unwieldy
- complying with unsubscribe requests and ensuring that a customer's email address is not added again at some point in the future
- the possibility of your ISP blocking you sending out large emailings or limiting the numbers sent at any one time

A hosted service also has other benefits though, like being able to:

- access your subscriber lists at any time online
- send out an email to your clients when you're out of your office.
- schedule emails to go out at some later date

This brief overview highlights how easily you can use the system to build, manage and market to your email lists, and track the results!

Creating and sending your emails



The interface is simple to follow and the creation of an email campaign is very straightforward. Plus, you can back-track at any time to make corrections and updates before sending. Once you've created your email campaign, you select your recipients and either send it immediately, do an A/B split test, or schedule it for a later time. There's a useful Help section too.

Pick a template

We will work with you to design and develop the templates you require for your emails. You may only need one, or you may need a template for media releases, one for a quick newflash to customers and another for the monthly newsletter. You can have an unlimited number of email templates - it's completely up to you.

You simply select which template you would like to use for a particular email and add your own content. We can add personalisation to your template as well as Facebook 'Like' and tweet buttons, automatic date fields, send to a friend, unsubscribe and an automatic web version for clients who prefer to view your email in their browser. Or you can just send a plain, old-fashioned text email – although you don't get the benefits of tracking the campaign.

Attachments are not supported, as these can get blocked by ISPs and anti-virus, but it's easy to create a link to a file on your website and allows people to download the file when they want to, rather than clogging up their inbox.

Preview the email as you build it

The live editor allows you to see your email as you add content and build it. You can add your own text and images and even change the order any items might appear. As soon as you add your own content to a campaign it is automatically saved as a draft so you can return to finish it later.

Complete control

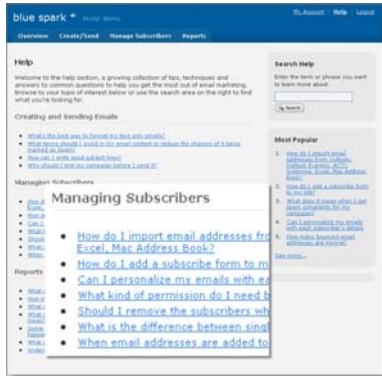
You can use your own 'from name' and email address, so the email always looks like it comes from you. You can also select your own subject and which email address any replies to your emails should be forwarded to. Bounces from incorrect email addresses and unsubscribers are flagged and processed automatically.

Send now or schedule for later

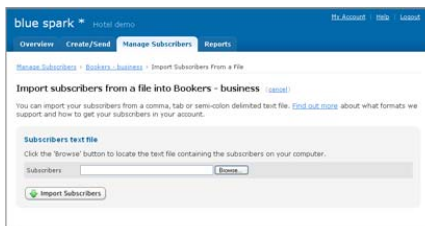
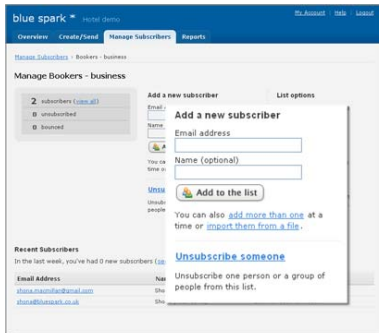
Once you are happy with the email, you can send a test version to yourself or others to check it, then send the email immediately or schedule it for delivery at another time - tomorrow, next month or any time in between. Or test 2 versions of the campaign using A/B testing and send the winner.

Help is at hand

There's an online Help section with advice on best practice for creating a campaign, and instructions on how to import subscribers, as well as what to look for in the reports. Plus, of course, we can guide you through your initial campaigns.



Managing your subscribers



List management made easy

Managing your own subscribers is simple. Adding and removing subscribers takes seconds and undeliverable emails and unsubscribe requests are handled automatically.

Simple import and export

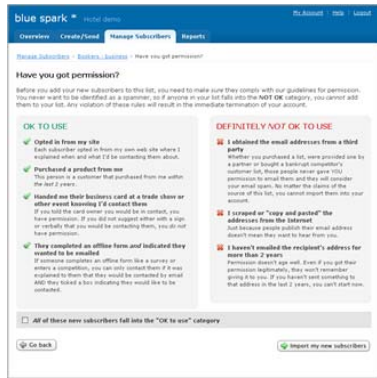
The import tool guides you through importing an existing list from almost any source. Duplicate email addresses are automatically removed and existing list members who have previously unsubscribed or bounced are not added. Set up as many separate lists as your business needs. If you send to multiple lists then email addresses are automatically de-duplicated so you can be sure if your client is on more than one of your lists they will not receive the same email twice when sending to multiple lists.

Custom fields, segments & autoresponders

You can create up to 20 custom fields, plus name and email, and use the information in these fields to segment your lists – so you can send targeted emails to just the people you want to. Or use to send an automated sequence of emails.

Subscribe and unsubscribe forms

A great way of capturing new subscribers is through a subscribe form on your website. The HTML code required for your signup form is generated automatically and can then be added to your website. And you can add your custom fields to the signup form to gather extra information on your subscribers' interests to help with your targeting. Your customers can change their preferences and you can customise any landing pages once they have signed up, so the entire subscribe process stays on your own website.

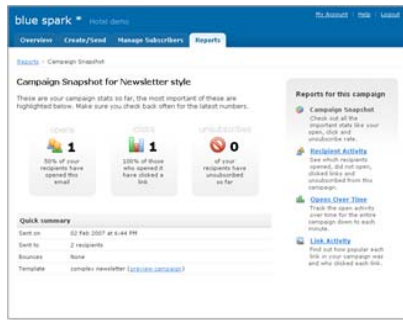


Keeping on the right side of the law

If you have set your list to 'Single opt-in', this means new subscribers are added to this list as soon as they complete the subscribe form on your website. 'Double opt-in' means a verification email with a confirmation link will be sent to the subscriber that they must click to validate their address before they're added to this list. The templates we develop for you automatically have an unsubscribe link on them so that your clients can quickly and easily remove themselves from your lists. There's also a suppression list to manage your unsubscribers.

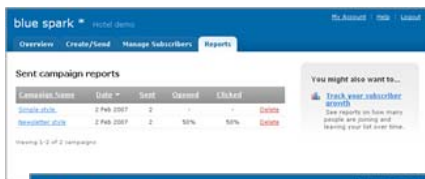
Creating reports

The simple reports make it easy for you to check out the numbers that matter for a campaign – and they are updated in real time so you always have the most up-to-date information. See who opened your email, who clicked a link and so much more.



Simple campaign snapshots

All the important stats like how many recipients opened your email, how many clicked a link and how many unsubscribed are all viewable from the simple 'campaign snapshot'.



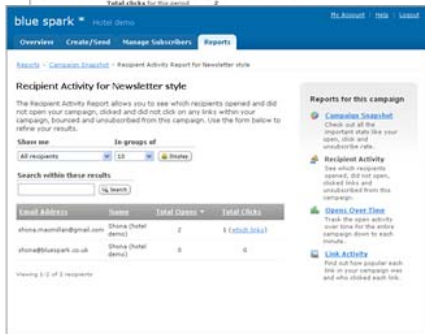
Who are my most interested subscribers?

The 'opens over time' report makes it easy to see who opened your email and when. You can even check out how many times each client opened it to find out who your most interested subscribers are.



Who clicked a link?

The 'link activity' report makes it easy to see which links in your email were most popular, as well as which recipients clicked them. This makes it so easy for you to identify what your clients are interested in, as well as the opportunity to follow up on more qualified leads.



Who's on my lists?

See how many clients are on your lists and when they were subscribed, unsubscribed, bounced or deleted.

Right down to the nitty gritty

Our 'recipient activity' report lets you really see the details for your campaign. Easily see who opened, who clicked, who bounced and who unsubscribed. You can even search for a specific subscriber to see exactly what they did with the email.

Costs



Campaign Name	Date	Sent
Simple style	2 Feb 2007	2
Newsletter style	2 Feb 2007	2

Pay-as-you-go Mailing Costs

£5 flat fee per email campaign sent
+ 1.5p per email address sent to (up to 10,000) OR
+ 1p per email address sent to (10,001 and over)

So, the cost to send a campaign to a list with 200 email addresses would be: £5 + (200 x £0.015) = £8

On **Pay-as-you-go** there is **no set monthly charge** to store your lists so the only costs you incur are when you send an email and you'll always be able to see the numbers for each campaign you've sent.

Monthly Mailing Costs	
Subscribers	Monthly cost
0-500	£10
501-2,500	£30
2,501-5,000	£50
5,001-10,000	£90
10,001-15,000	£130
15,001-25,000	£200
25,001-50,000+	POA

Monthly Mailing Costs

Alternatively you can pay a set **monthly cost** based on the total number of subscribers on all your lists combined, which may be more cost effective if you're emailing at least one campaign a month. The monthly cost increases as your lists size grows (see table for basic monthly cost which does have send limits - but for an increased monthly fee you can send unlimited emails every month).

What's more, there's no cost at all if you send emails to less than 5 email addresses – so you can set up a list to test your emails again and again in order to make sure you're happy with the results.

Account Set Up

The cost for us to develop bespoke templates for your emails based on your company branding is £240 per template. Once we upload your templates, if you're happy setting up your own lists, then you're ready to go.

If you need some initial help then we can help set you up for £120, which includes uploading your subscriber lists, outputting a signup form for you to add to your website, with an automatic customised signup confirmation email.

If you require additional help, for example on custom fields and segmentation of your lists, setting up your first email, then we can also help at a charge of £80 per hour.

All costs are subject to VAT at the prevailing rate.