

When does £1 = £43* When you are email marketing.

Email marketing works, whether with sales emails or graphical (HTML) newsletters the return on your marketing spend outstrips all other forms of direct marketing.

But why does it work so well?

- It's cost effective
- It allows targeting
- It is data driven
- It drives direct sales
- It builds relationships, loyalty and trust
- It complements your other sales channels
- and it's completely measurable

For a detailed white paper on the "Top 10 reasons to use email marketing" sign up to our newsletter at www.MailboxDesign.co.uk

Based in Buckinghamshire and Oxfordshire, MailBox Design can help release the potential of your email marketing. Whether you are a seasoned email marketer or just starting out.

If you are new to email marketing and not sure how to get started and need a little help, we can take you through each step of the process. From developing strategies, building your mailing subscriber list, designing your first campaign, delivering it, and then watching the results in real time through our analytics tools.

*2009 DMA (Direct Marketing Association)

"Power of directmarketing economic impact study".

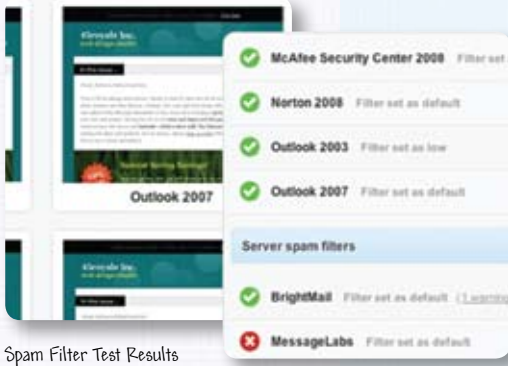
Create and send

With our easy to use interface you are only 5 steps away from sending beautiful email and newsletter campaigns. Signing up for an account is free, and our unique pricing structure means you only pay for what you send when you send it.

Just log in, define your campaign name and email return details, upload your design creative, we even move all that CSS inline for you for best results in Gmail and Outlook, select your subscribers from your account (or you can upload them manually), do a design and spam filter test, when you are ready, set the hour, day, month or even year you would like it delivered, click the send button and start analysing the results.

If you are new to HTML designed newsletters and email, we can do this for you, all accounts come with a range of fully tested editable templates loaded, then using our online editor to change the content you are set. (See Design for more information about getting started with templates).

With your free account you can send emails to 5 addresses at no cost, so it's a great way to hone your skills, and get used to the principles.



Spam Filter Test Results

Email testing

Testing your designs in all the different email clients such as AOL, Gmail and Outlook is a costly and time consuming job to do yourself. You will need to set up accounts for all the major email clients, different operating systems, buy and set up all the major spam filters, apart from the time, this could cost £ 5000 upwards.

But help is at hand, with a single mouse click, we can take your design and pass it through our email and spam filter testing, show you screen shots of what your design will look like in all the major clients, with images off and on, even on the most popular smart phones. With spam filter testing we give your design a score not just for spamy words, but we will tell you why it failed, if needed.

With a free account you can use this service, without any obligation to use us for anything else, but we are sure when you get started you will want to.



Import Campaign



Customised Sign Up

Sign up for your free account:
www.mailboxdesign.co.uk
 or phone on:
 01296 655467

List Management

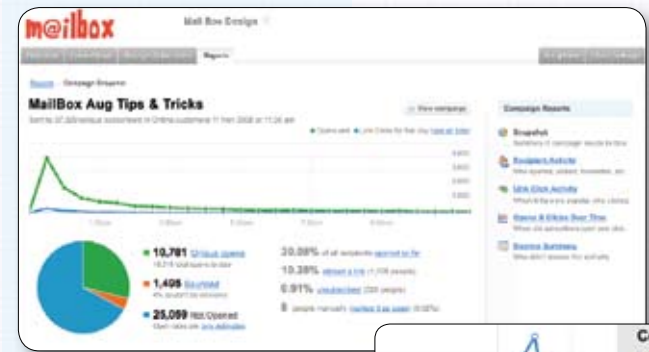
We will take the pain out of your list management by handling all the messy and time consuming stuff like bounces, unsubscribes and even spam complaints, making sure you stay on the right side of the spam laws.

As list management is free with your account (you only pay when you send) you can customise the sign up process to collect important information about your customers. We generate code you can cut and paste onto your website pages to completely automate the process.

If you want to get into detail you can sub divide your subscriber list to target an exact customer profile. You will never have to touch a spread sheet again.



Subscriber Management



Campaign Analytics

Analytics

Our elegant analytic tools start working the moment you send a campaign. Go beyond normal link clicks and start examining your campaign related, conversions and return on investment. You will know in real time how your subscribers are reacting to your mailing, who's opened it, forwarded to a friend or even marked it as spam.

As you send more campaigns our analytics help compare each campaign side by side and build a picture of what is and isn't working in your emails, enabling you to fine tune them accordingly.

The hard part of any email campaign is getting them to look great in all the different email clients out there, with our email client report you can see which email clients your subscribers are using, combine this data with our design and spam testing feature and concentrate on designing for the email clients that matter.



Compare Campaign Results

analytics have gone mobile

If you are glued to your campaign statistics we have some great news. You can now access them anywhere on your iPhone or Android based smart phone. As a web application you don't even need to download an App, so you are always intouch.



Mobile Analytics



Sign up for your free account:
www.mailboxdesign.co.uk
 or phone on:
 01296 655467

NEWSLETTERS

SPECIAL OFFERS

EVENT INVITATIONS

SUPPORT INFORMATION

E-MAGAZINES

CLUB NOTICES

PRODUCT TIPS & TRICKS

NO HIDDEN FEES
you can use your account as often or as little as you please.

Mailbox Pricing

Only pay for what you send, when you send it. You can use your account as often or as little as you please to meet your marketing needs.

MailBox Pricing Example

£5 Campaign fee + 2p per email

So if you wish to send a newsletter to 1000 recipients it would cost £5 (campaign fee) plus 1000 x 2p giving a total of £25.00... That's it!

MailBox Design

We offer 4 easy options to help you get started sending stunning email campaigns depending on your requirements, skill level and budgets.

Option 1 Standard templates

With your free account you will automatically have access to our standard library of tested editable templates, these will get you started in no time.

Option 2 Customised standard templates

If you are looking for a little more and would like your company logo, colours and font styles applying to the template, we will do this for you and upload it to your account so that you can use it time and time again.

Option 3 Use your existing template

If you already have an HTML template set up to your company standards or a sketched out design. We can take this and generate an email template for you, test it and load it into your account templates area ready for you to use.

Option 4: Generate a custom design

We will help you get the most from your email campaigns with a unique and professional custom email design; this can be designed from scratch to your exact specification. We also carry out all tests to check it's compatibility in all popular email clients.

NO SET UP FEES

only pay for what you send when you send it.

NO MONTHLY FEES

or annual contract.



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Direct Mail Vs Email

Using this direct mail piece as an example, we think the numbers speak for themselves, with a permission based customer list your company message can reach them quickly, efficiently and at a fraction of the cost.

1.000 Direct Mail = £927*

* Costs include: A5 4 colour printing, design, laser labels, envelopes & 2nd class postage.

Typical response rates for direct mail 1%
= 10 responses



1.000 email = £25*

* Costs include: £5 campaign fee + 1000 x 0.02p = £25

Typical open rate 48% with a click through rate (CTR) of 44%
= 211 responses

So what information would you like to communicate to your customers and prospects?