

“TotalWeb Partners” E-Marketing Offer Details:

Package Inclusions	Specifications	Bronze	Silver	Gold
Enter Existing Leads in Database	TotalWeb will create a CRM database for the client including entry of current contacts, leads and/or customers. <i>Database to be provided in csv or Excel formats.</i>	X	X	X
Newsletter Subscription and info Request Page	TotalWeb will create an Opt-in Newsletter subscription page that will export new subscriber data into the CRM. <i>TotalWeb will integrate the page if the customer’s WebSite is under contract with TotalWeb, otherwise TotalWeb will provide code to be self-installed.</i>		X	X
Client Interview	Monthly consultation with the client regarding topical information; company, product, service, specials, and promotions. TotalWeb will provide guidance and suggestions for promotions and topics to maximize interaction from the E-Newsletters.	Semi-Mthly	Mthly	Mthly
Detailed Tracking & Reporting	New subscriber tracking, newsletter open, click through, and return rates will all be analyzed for performance with topic based activity generation analysis used to guide upcoming newsletter content. <i>The bronze includes 1 hour of monthly consultation & analysis, the silver 2 hours, and the gold includes 3 hours per month.</i>	X	X	X
E-Newsletter Creation	TotalWeb will create and write E-newsletters based on the client’s WebSite, Social Media profiles & posts, and monthly interviews. The newsletters will contain topical market and company information as well as highlighting specials and promotions.	1 / Mth	1 / Mth	2 / Mth
E-Newsletter Blasts	TotalWeb will publish the E-Newsletter(s) and send them to all contacts in the database monthly or bi-monthly based on the program selection.	Monthly	Bi-Mthly	Bi-Mthly
Press Release Publication with/ RSS Feed	A monthly press release will be published and syndicated to relevant industry and news sites. Consultation, guidance, and copywriting included although the client must provide the core key details. <i>TotalWeb will create and regularly update a press release page if the customer’s WebSite is under contract with TotalWeb including an RSS Feed; “Real Simple Syndication allows users to subscribe to receive new posts.”</i>		Mthly	Mthly
Promotions & Specials Page	A promotions or specials page will be created and updated monthly to engage users and promote new E-newsletter subscriptions. TotalWeb will provide guidance and consultation in creating the pages based upon best Internet user engagement practices and site tracking analyses. <i>TotalWeb will integrate the page if the customer’s WebSite is under contract with TotalWeb, otherwise TotalWeb will provide code to be self-installed.</i>			X
Setup	NO SETUP CHARGE	\$0	\$0	\$0
Monthly Cost	<i>Up to 5,000 Contacts</i>	\$300	\$400	\$550
	Additional Contacts per 5,000	\$100	\$100	\$100
Lead List Supplement	Qualified E-mails loaded into the CRM (Cost per hundred)	\$150	\$150	\$150

No long term commitment

Contact TotalWeb Partners for ordering details
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