



# **NZ Internet email marketing packages**

ByteMe Internet Limited, Auckland, New Zealand



Web design  
Hosting  
Graphic design  
Photography  
Corporate branding

#### ByteMe Internet

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### (1) One off costs:

Initial set up fee: \$350

#### Set up fee includes:

- Email template design and branding (we personalise the template by using colours, fonts and images that are consistent with your brand)
- We test your email so that it is well presented in all email clients e.g. Hotmail, Gmail, Outlook etc
- Ensure your template is SPAM compliant
- Database set up and ongoing management
- Set up a subscription form so new subscribers are automatically added to your database

### (2) Campaign costs:

You can choose a package to suit your communication needs and budget.

#### Package One

For regular **monthly** communication

Fee per campaign: \$120

#### Package Two

For **bi-monthly** communication (every two months)

Fee per campaign: \$160

#### Package Three

For **ad hoc** communication

Fee per campaign: \$200

## **Campaign fees includes:**

- newsletter creation – includes formatting your content and images into the chosen template
- email personalisation – name of client or other personalised information
- database maintenance
- unlimited sending (your database keeps growing but your costs don't change!)
- two proofs for sign off and
- follow-up statistics on each communication

## **What you need to provide:**

### **Content (Word or email)**

**Note:** that we do not alter your text in any way, however, we do provide some free advice on changing words/sentences so you can create maximum impact from your newsletter. Minor text changes (correcting typo's etc are also free of charge).

### **Images you would like included in your newsletter**

Generally, most of our customers email through the images they would like included in their campaign.

Images really add impact to your newsletter and we suggest that suitable images are sourced for each campaign.

We can also source images for you depending on your needs, using online stock photography websites. There are some amazing images available online that will really enhance the messages in your newsletter.

### **Your database of email addresses (Excel or Word document)**

## Additional services

### Writing copy

If you require us to write the copy for your newsletter, our charge out rate is \$90/hour. We can also research articles of interest for your newsletter.

### Images

If you wish to use some additional professional images to enhance your newsletter, these can be sourced to your specifications. This service costs approximately \$5-10 per image. Quotes can be provided prior to sourcing the image.

### Converting online newsletter into format suitable for printing

If you require a hard copy format of your newsletter for printing purposes, then this service can be provided for \$90

### Additional template designs

Newsletter: \$160

Greetings: \$ 90

All pricing in this document is exclusive of GST.

Please browse through our website <http://www.byteme.co.nz> to get a feel for the work we do. There are some great tips on the marketing & SEO pages to help you get more from value your website and marketing campaigns.

Yours Sincerely,



Brendon Scott  
Director