



Five Sparrows LLC

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E-Newsletter Services

Build Customer Loyalty and Increase Sales with Easy, Affordable E-Newsletter Marketing

Electronic Newsletters (E-Newsletters) have become a standard fixture in many small business marketing programs today, with good reason. E-Newsletters can be very effective in building credibility and establishing expertise. E-Newsletters are also great for keeping the mindshare of customers and prospects, especially when sent out on a regular basis. But mostly, E-Newsletters are an important part of small business marketing programs *because they work!*

Sending E-Newsletters keeps your name and message in front of your customers and prospects, which marketers agree is a critical component in triggering buy-events, building your brand, and driving sales. Sending E-Newsletters also helps build loyalty and reinforces your marketing message. It also provides you with an opportunity to stay in touch with customers and let them know about special offers, new products, or company news. How does this benefit your business? Because the next time your customers need to make a purchase, you want them to think of you **FIRST!**

Now Five Sparrows makes it easy for small businesses to take advantage of the benefits that E-Newsletters can bring. E-Newsletter services include:

- E-Newsletter design and layout that matches your existing “look and feel” and/or company branding
- Insertion and coding of your articles, graphics, and content into your custom design
- Professional listserv email services to send the E-Newsletter to your distribution list and appropriately handle list management functions (such as opt-in/opt-out and SPAM-compliance)
- Results tracking, statistics, and complete reporting of campaign results
- See the box (at right) for more details, or visit our web site at www.fivesparrows.com for more information.

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Build It, Send It, Track It!

Sending an E-Newsletter Campaign is easy because we take care of everything for you! Here's how it works:

1

We create a custom-branded design template for your E-Newsletter

2

When you're ready to send the E-Newsletter, simply send us the content you would like included

3

We create the electronic version, add the necessary coding and linking, and send it to you for final review

4

Upon approval, we send the E-Newsletter campaign to your distribution list on the date/time that you select

Approximately two weeks after the E-Newsletter is sent, we will send you the results and tracking reports for:

- Campaign totals for the number of emails sent, opened, bounced, and unsubscribed
- Click-thru performance and click-thru rates
- Response curve reporting to show how your campaign did for the first 24 hours for clicks and opens

Our E-Newsletter services also guard against duplicate email addresses, so you don't ever send to someone twice in the same campaign. Plus, automatic SPAM compliance protection takes care of processing your opt-in/opt-out requests automatically, so you won't miss any new recipients or accidentally send to unsubscribed recipients again.