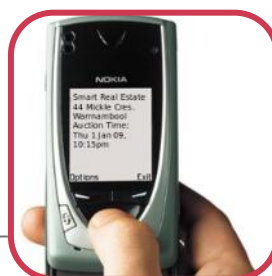




eMarketing

Incorporating mass eMail, eNewsletter and SMS distribution



OVERVIEW OF SERVICE

Reach More of Your Market

Managing and sending emails to 100 or more people is very different from sending regular emails. When you want to deliver high volumes of email, many people experience frustration with degrading Internet performance, a sluggish computer, and of course handling bounced emails. In addition there is a real risk of being back-listed as a spammer and violating the laws and regulations specified by Governments and major ISPs.

Our service helps you overcome these issues and maximize your eMarketing potential.

“This is such a time saver! It relieves us from all the burden of doing our paper promos — you know all the printing, folding, addressing and enveloping... And our customer response has been great to the point that we exclusively eMarket. We are really, really pleased”

Sharman, for Partners Hair

How This Service Works

This service is provided in two ways, you choose the method that best suits you -

Fully Outsourced — where we do the work	Self-Managed — where you're in control
Ideal if you want to send emails or eNewsletters to a large audience but do not want to get involved in the mailing process. You produce your newsletter in Word or PDF format and create an Excel spreadsheet of email addresses. We do the rest, and return to you your spreadsheet with all problem and bounced emails removed.	This method leaves you in control of your emails, eNewsletters and SMS distribution - although you can rely on us for support. You use online software (or optionally Microsoft Office Integration) to compose your eMails, eNewsletters or SMSs and manage your distribution. You also have options of integrating newsletters and subscriptions to a web site.

What Other Businesses Are Doing with eMail ?

Real Estate Agents

emailing Recent Property Listings to renters and buyers

Tour Operator

distributing an eNewsletter promoting upcoming tours

Hair Salon

distributing a monthly promotional eNewsletter and specials

Computer Retailer

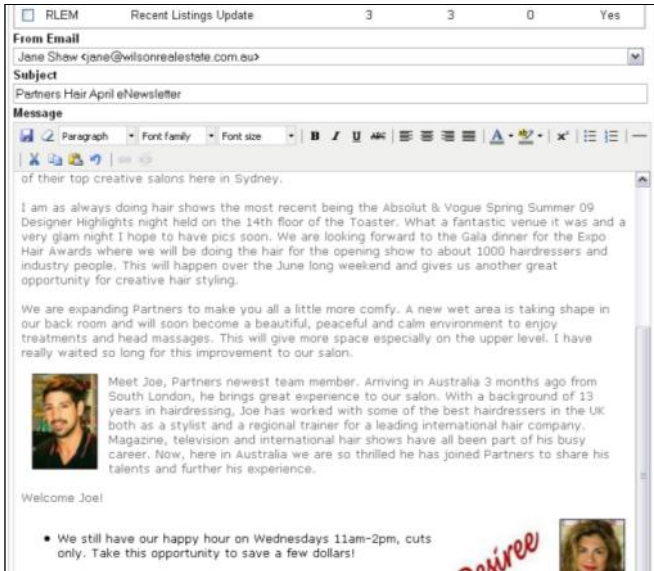
emailing reminders and specials to customers

SELF-MANAGED DISTRIBUTION

Creating an eNewsletter, eMail or SMS for mass distribution is easy. The pictures below illustrates how to create a professional HTML eNewsletter with a self-managed distribution.

Step 1 - Create Your eNewsletter

Create your eNewsletter content in the email composer.



- Microsoft Office Integration also available
- One click to send bulk emails
- Add your own text and images
- Email yourself proofs
- Create links to your web site
- Spam Probability Tester

Step 2 - Send Your eNewsletter

Click send, and below is what your customers receive.



- A true email is received, not a PDF document.
- Publish to a web site
- Professionally designed email template compatible with email software
- Automatic image optimisation reduces email size and makes download quicker
- Spam Act compliant email footer includes sender, distributor and unsubscribe information
- Unsubscribe link automatically unsubscribes from email lists

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 This message was sent to jline@optusnet.com.au. If you no longer wish to receive newsletters like this one, you can you can UNSUBSCRIBE here.
 eNewsletter Distribution Service by SMART-ITC - www.smart-itc.com.au

OPTIONS COMPARED

Benefits of a Distribution Service

There are many pitfalls to distributing bulk eMailing without the correct infrastructure and services, as the table below illustrates.

In Today's Age eMarketing Makes Sense

If you had 1000 customer, paper based mail marketing is time consuming and expensive. Emailing is fast, efficient and cost effective and can reach your customers in ways paper marketing cannot. In an age where everyone has access to email and the Internet, an electronic marketing strategy makes sense.

<i>Feature</i>	<i>SMART-itc Distribution Service*</i>	<i>Using Traditional eMail Client</i>
Easy management of 100s or 1000s of email addresses	✓	✗
Hassle free processing of bounced and rejected emails	✓	✗
Professionally designed email template	✓	Maybe?
Image and email optimisation for improved reader experience	✓	✗
Emails formatted to minimise the chance of being classified as SPAM by ISPs and eMail programs	✓	Maybe?
Distribute SMS messages as easily as eMails	✓	✗
Automatic subscribe / unsubscribe integration to your web site	✓	✗
Link tracking - track what people are reading	✓	✗
Tools to help you manage and build a distribution list	✓	✗
Emails / newsletters comply with Australian SPAM Act	✓	Maybe?

* The "Distribution Service" column means use of our outsourced or Self-Managed (DIY) Distribution System with or without the Microsoft Office Integration Module.

PRICING

Self Managed Service - where you are in control

Self Managed	Monthly	½ yearly (get 1 month free)
Setup Cost (once off)	\$250 once off	\$250 once off
Up to 1000 emails	\$35	\$175
Up to 2000 emails	\$46	\$230
Up to 5000 emails	\$70	\$350
Up to 10000 emails	\$125	\$625
Over 10000 emails	POA	POA

Outsourced Service - Where we do the work

Outsourced	
Setup and Mail Out (upto 2000 emails)	\$105 (standard template)

- Prices are in Australian dollars (\$AUD) and include GST
- Includes Template Design (x1) and Training
- Template additions and changes (as required) \$75 / hr
- SMS rates start at 9c / SMS. Please contact for more information.
- eMail size cap applies

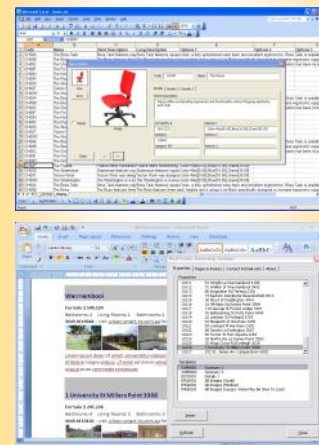
Contact Details

eMarketing has been tried and tested and is used successfully by modern businesses with modern marketing strategies. For more information please contact -

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Warrnambool

Specialised & Extended Versions

Are available for Real Estate, Product Promotion and eCommerce. Plus gain more power with Microsoft Office Integration.



SMART-ITC provides software, services and support to help your business automate common marketing and administration activities, including eMail, Mail Merge, Web Site CMS, Microsoft Office Automation, end-to-end integrated marketing systems, on-line payment systems, eCommerce and customer database systems. Please call Gary to discuss how these systems could benefit your business.