

Packages

We have three Fully Managed packages that provide different levels of service for YourConnection Australia clients to choose from including a DIY package. We believe each of these packages provide the best value for money for the client while minimizing the time input from their staff to help create and approve the campaigns.

DIY (Do It Yourself) - \$ monthly hosting fee.



- Add your own database, choose your template, create your mailout, send and track your own campaigns.

Basic Package



- Info sheets How to build a database and Database acquisition form
- Content generation from completed online form
- Mailout schedule creation, production and proofing
- One amendment per send
- Sign – up box code for your website
- Database management and segmentation
- Prompted access to Reporting page to view results

Benefits – Very quick, all done online, very low input required by you, fully managed by YourConnection Australia, Access to reports for further development and review of mailouts.

- \$165 / mailout incl. GST

Professional Package



- Info sheets How to build a database and Database acquisition form
- Content generation from completed by copywriters based on your online form.
- Mailout schedule creation, production and proofing
- One amendment per send
- Sign – up box code for your website
- Database management and segmentation
- Emailed Report with explanation of results
- Database collection box or fishbowl + 500 signup slips.

Benefits – Fast, predominantly done online, medium input required by you, Active database growth strategies, fully managed by YourConnection Australia, Detailed report and suggestions delivered to you for further development and review of mailouts.

- \$330 / mailout incl. GST

Advanced Package



- Info sheets How to build a database and Database acquisition form
- Content generation from completed face-to-face meeting.
- Mailout schedule creation, production and proofing
- Unlimited amendments
- Sign – up box code for your website
- Database management and segmentation
- Emailed Report with explanation of results
- Database collection box or fishbowl + 500 signup slips.
- Dedicated production manager
- Detailed production schedule,
- Full objective brief prior to each send,
- Ongoing database building support,
- Report meeting and objectives review.
- Fully customized services to your needs.

Benefits – This is the most thorough electronic communication service available, everything is done in person with a dedicated production manager for your business / organization, incorporate all online and offline media, Fully personalized service, nothing is too much effort.

- \$550 / mailout incl. GST

Account and Template Set Up - \$165 incl. GST

Database Hosting / Sending Costs

Monthly Cost	Email Module	SMS	Fax Module	Setup
\$30.00	800 free, \$0.04 thereafter	\$0.17 each	\$0.25 each	Free
\$60.00	2000 free, \$0.04 thereafter	\$0.17 each	\$0.25 each	Free
\$135.00	5000 free, \$0.04 thereafter	\$0.17 each	\$0.25 each	Free
\$240.00	10,000 free, \$0.03 thereafter	\$0.17 each	\$0.25 each	Free
\$315.00	15,000 free, \$0.03 thereafter	\$0.17 each	\$0.25 each	Free
\$540.00	30,000 free, \$0.02 thereafter	\$0.17 each	\$0.25 each	Free
\$750.00	50,000 free, \$0.01 thereafter	\$0.17 each	\$0.25 each	Free

Extra work you may require outside these packages is charged at \$66 / hour incl. GST. This includes extra amendments to your mailout, updating of database members and other services not included in your current package.

Once the offer has been accepted by the client the payment of the 1st months hosting and production if not must be paid prior to their mailout being started.

YourConnection Australia will require proceed under the following schedule, unless otherwise required by the client.

Basic / Professional Package Process

Client	Week 1	Week 2	Week 3	Week 4
New	Account Set up Template Creation Mailout Scheduling Initial Email Questionnaire Database Upload	Mailout Production Proof sent for approval	Mailout Changes Email Scheduling	Mailout Send Monitoring email send
Existing	Review & Report Mailout Questionnaire	Mailout Production Proof sent for approval	Mailout Changes Email Scheduling	Mailout Send Monitor email send

Process points to ensure new clients are aware of:

- Emails are sent on a monthly schedule above (if would like to send on a different schedule, contact YourConnection Australia),
- Contact will be made in the 1st week of the month via email to follow a link and fill out an online form to begin the production of the mailout, some of the points included will be
 - Objective
 - Subject Line
 - Major points of mailout
 - Image upload
 - Send date and time
- The production will be undertaken in weeks 1 and 2,
- A TEST email will be sent to the client within 7 days, a link at the top of the email will provide an approval or amendment links,
- Once approved it will be scheduled for sending in the last week of the month
- If amendments need to be made they will be made and proofed back with the client in week 3 for final approval prior to send,
- Sending will be scheduled for the last week of the month,

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- A report link will be emailed to the client 7 days after the send with login details to allow the viewing of results (these will be available 24 /7 using their username and password)
- 'Professional Package' clients will have their report and summary emailed to them 7 days after the initial send.

The following describes the pricing model:

Monthly Cost – This includes your secure database (address book) hosting, file and image hosting, template storage and of the specified number of emails in the cap plan each month.

Included Emails – Chose the plan that best represents the number of emails you expect you will need to send each month. For example if you have a database of 800 names with email addresses and you want to send 2 campaigns to the entire database each month then the \$60 cap is perfect for you.

Per Email Over Cap – If you exceed you monthly cap you don't have to upgrade to the next plan. You are simply charged an excess rate at the next billing cycle (monthly).

Definitions of Terms

Fully managed

This is our outsourced option for the time poor business that requires specialised production and management of their email campaigns. We handle every aspect of your emails, from initial setup, scheduling, forecasting and proofing to sending and reporting.

Sign-up Page

YourConnection Australia will provide you (or your web designer) with a piece of HTML code for a website signup box to be placed on your website to allow the collection of data for your emails as a part of your Fully Managed option.

Customised HTML Template Design and Text version

The price of one HTML template and the Text version is included in the Account Set up when the client chooses the Fully Managed option. Two template designs are offered, based on the Connector layout brief from client.

Your Account manager from YourConnection Australia will contact you on a job-to-job basis to obtain new information for the next mailout.

Database Hosting

This is a monthly fee to house the names in your database.

Payment

An invoice for the work will be sent 14 days prior to the upcoming send date payable within 7 days.

Production

Upon receipt of payment and content (if not already received), production commences to be proofed and signed off with client 7 days prior to send date. It is then scheduled at the pre arranged time and sent. The report is generated 7 days after the send date and is reported to the client in the chosen method.

*Total no. of emails sent to each database member per year.

A monthly email campaign is the usually the ideal frequency to send your emails. Depending on your industry and client expectations this may need to be more or less frequent

*FREE

Is included when signed up to the Fully Managed System

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EXTRAS	Cost AU\$
Data Entry	
Upload Existing Customer Information – sort and cleanse data	FREE*
Data Scan & Entry (Business Cards)	\$0.30 / entry
Management Reports	
Basic statistics report	FREE*
Report meeting (1 hour - review and planning session)	\$165.00
Sign up page	
Sign-up Code for Website (FREE* with packages)	\$66.00
HTML Template Designs	
Customised HTML Template Design each (starting from)	\$165.00*
Consultancy	
Consultancy / hour (in person)	\$66.00
Email Surveys	
Fully managed survey incl. report	\$165.00
Customised Survey by YourConnection Australia	\$ P.O.A
Options	
Database Business card collection bowls (each)	\$15.00
Database Collection Form Template / Slips	FREE*
DIY E-marketing	
Database hosting (starting from)	\$30 / month
Customise a branded HTML template each	\$ P.O.A
Account Closure	FREE
Account Re-activation	\$30.00

YourConnection Australia

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