



**Experience the limitless possibilities of Email Marketing...**

**Immediate and measurable results!**

### Benefits of an Email Marketing Program

- ✿ Maintaining and using an email list is a proven way to generate sales.
- ✿ **Create customer loyalty and generate repeat business** by regular contact with your customers.
- ✿ **Keep customers informed, announce sale promotions** or create a regular newsletter.
- ✿ Affordable for any business – just \$299.99 includes set up of your mailing list, a custom email template and a sign-up form on your web site!

### How does the Program work?

- ✿ Your customers can sign up via a simple form on your web site or by giving you their email address when you are processing a sale transaction with them.
- ✿ For customers signing up via your web site, security steps are in place. The email system will check to validate their email address and automatically send a confirmation email (you can specify what the confirmation email says).
- ✿ The confirmation email asks the subscriber to click on a link which automatically subscribes them to your email list. Unsubscribing to your list is as easy as subscribing; all they have to do is click a link.
- ✿ **Manage your email campaigns yourself or we can manage it for you.**
- ✿ If you choose for us to manage your email campaigns simply contact us and we will look after everything for you!

**Email Marketing... immediate, measurable results!**

**Call to order 1-877-265-2469**

### Email Program Features

- ✿ Ability to create multiple lists for sales, different lines of business etc.
- ✿ Includes an email template that captures the look of your web site.
- ✿ Your email can link to areas of your web site that you wish to promote.
- ✿ Receive reporting detailing who opened your email, visited your web site & more.

### One-time Setup Fee - \$299.99

- Set up of one mailing list (additional mailing lists are \$68.00 each)
- Creation of one custom email template capturing the look & feel of your web site with two "product feature photograph areas" (additional templates - \$99.99)
- Email sign-up form on your web site
- Includes 30 minutes training / technical support for using the system (via phone)

### Email Campaigns Managed by CBS

- **We will create email campaigns for you!**
- Call or email us with details about your email campaign along with additions to your email list
- Upon completion of sending your email campaign to your list we will send a detailed report

**\$69.99 a month or/  
\$99.99 on a per campaign basis**

**COMPLETE WEB SITE DESIGN SERVICES:** E-Commerce, Custom Programming / Web Applications, Web Site Hosting, Email Marketing, Search Engine Optimization, Web Statistics, Domain Name Registration, Graphic Design Services

**CBS Group Web Site Design & Hosting Services (since 1999)**

P.O. Box 297, Millbrook, ON L0A 1G0 Tel: 705-944-8809 / 1-877-265-2469

**www.cbsgroup.com**