

# SEND+PLUS

The easiest, fastest and most cost effective way to manage your email marketing campaigns.

**iDM DESIGN**

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Introducing

# SEND+PLUS

Never before has it been this easy to create, send, manage and analyse email marketing campaigns. SEND+PLUS from iDM Design is a new concept offering as much or as little control over your campaigns and individual eshots as you like.

## Do it yourself or leave it to us

You can easily build and modify your own eshots using the unique user friendly SEND+PLUS drag-and-drop interface. We can supply you with one or more branded templates, allowing you to login at any time to add stories, articles, links, images and more.

And when you're done, you can view an online preview, send test campaigns and further modify your eshot accordingly. All that's left to do is send us your contacts in Microsoft Excel format and you're ready to click send!

We also know that you're very busy indeed - and you may not have the time to be dragging and dropping. That's fine, we'll do it for you. Just send us your articles and offers and we'll put the entire eshot together for you - all you have to do is give the nod when the test eshot arrives in your inbox and your campaign is off on its way. And because your templates are pre-set, the costs for each campaign are kept to an absolute minimum.

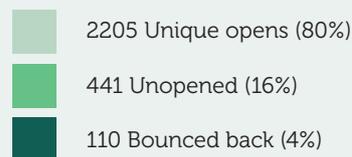
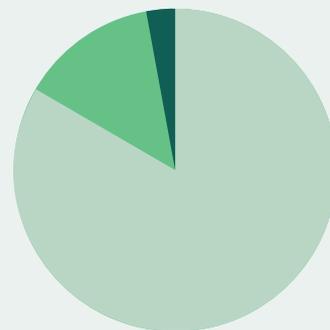
## What are the benefits of SEND+PLUS?

- No unexpected artwork or sending costs
- You have the option of controlling your campaign, sending what you want, when you want and to who you want
- Easy analysis of campaign results gives you the best possible ROI from your emarketing
- Reduced agency and design costs - your eshot templates ensure total brand consistency across the duration of your campaign
- Faster campaign turnaround times, saving you time and money.

The easiest, fastest and most cost effective way to manage your email marketing campaigns.

## Live campaign reports

Analyse and compare your campaigns to get the best possible return on your investment. You'll be able to see the following real-time information:



80% of all recipients opened so far

37% of people clicked on a link

2 people unsubscribed (0.072%)

0 people marked it as spam

61 shares across social media channels

## Arrange a FREE demonstration

To see SEND+PLUS in action call Richard on 01902 406410 or go to [www.idmdesign.co.uk/sendplus](http://www.idmdesign.co.uk/sendplus) and fill in the online form.



# Here's how it works...

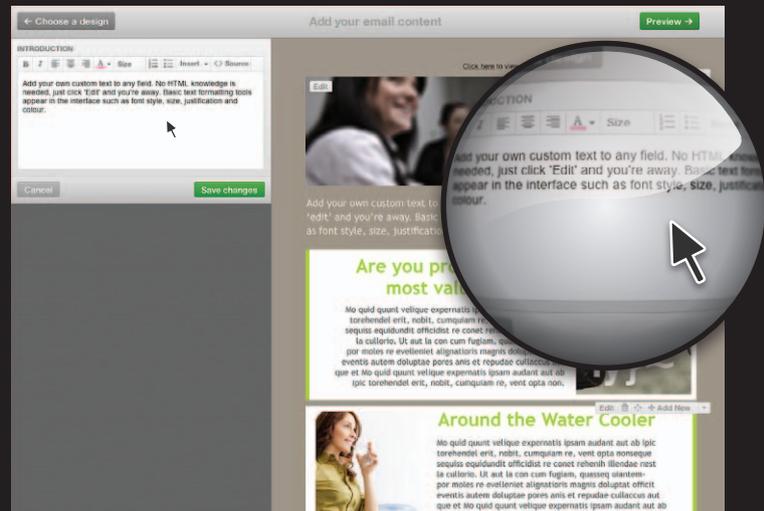
## Step 1 - Select your template...

Login to SEND+PLUS and select a template (we can provide you with a suite of branded templates or you can use your own).



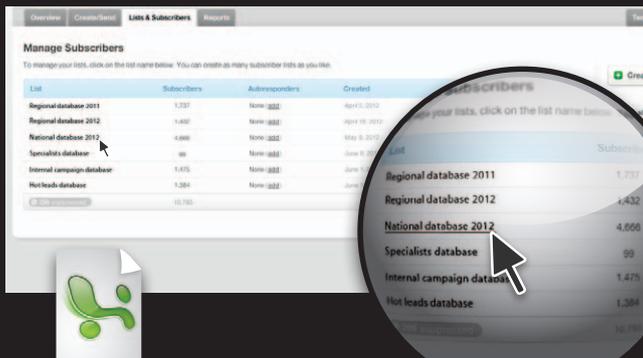
## Step 2 - Add or edit the content...

Add extra stories, articles, pictures and links using the simple drag-and-drop interface. No HTML knowledge required!



## Step 3 - Select your recipients...

Select which of your pre-saved subscriber databases you'd like the email to be sent to



National Database 2012.CSV

## Step 4 - Test and send!

View a test version using any email address and you're ready to hit send! View live statistics under the Reports tab.



## Straight forward pricing

There are two simple ways to pay for your email campaigns. You can switch between the two at anytime. The prices below are purely sending costs and do not include any creative or design costs for the creation of templates or individual campaigns. These will be quoted and charged separately.

### 1. Pay Monthly

This option is perfect for any client who sends at least one campaign per month. Your monthly bill is calculated automatically based on the number of recipients in your subscriber list. The monthly fee adjusts automatically as your list grows and shrinks.

### Pay monthly prices are based on:

- Us loading your subscriber data into SEND+PLUS and handling each campaign yourself.
- You editing the template and sending the campaign yourself.
- If you'd prefer not to administer the campaign yourself, we can do it for you for a cost of £60 per campaign, which includes the delivery fee.

Subscribers	0-500	501-2,500	2,501-5,000	5,001-10,000	10,001-15,000	15,001-25,000	25,001-50,000
<b>Basic plan</b> Monthly cost	£10	£30	£50	£90	£130	£200	£300
Send limit	2500 emails	12,500 emails	25,000 emails	50,000 emails	75,000 emails	125,000 emails	250,000 emails
<b>Unlimited plan</b> Monthly cost	£30	£60	£100	£150	£250	£400	£700
Send limit	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited

### 2. Pay Per Campaign

This option is great if you only send emails or eshots occasionally. You'll only pay when you send an email campaign to more than 5 people.

Delivery fee per campaign	Cost per recipient
£10	9p

No matter how you pay, with SEND+PLUS there are no contracts, setup fees or lock-ins - you can cancel at any time.

# SEND+PLUS iDM DESIGN

iDM design is a team of forward-thinking creative minds and commercially aware designers based in the West Midlands. We specialise in corporate image and exposure - making sure your brand identity or campaign is fresh, relevant and placed exactly in front of your target audience.



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