

Email Branding

OVERVIEW

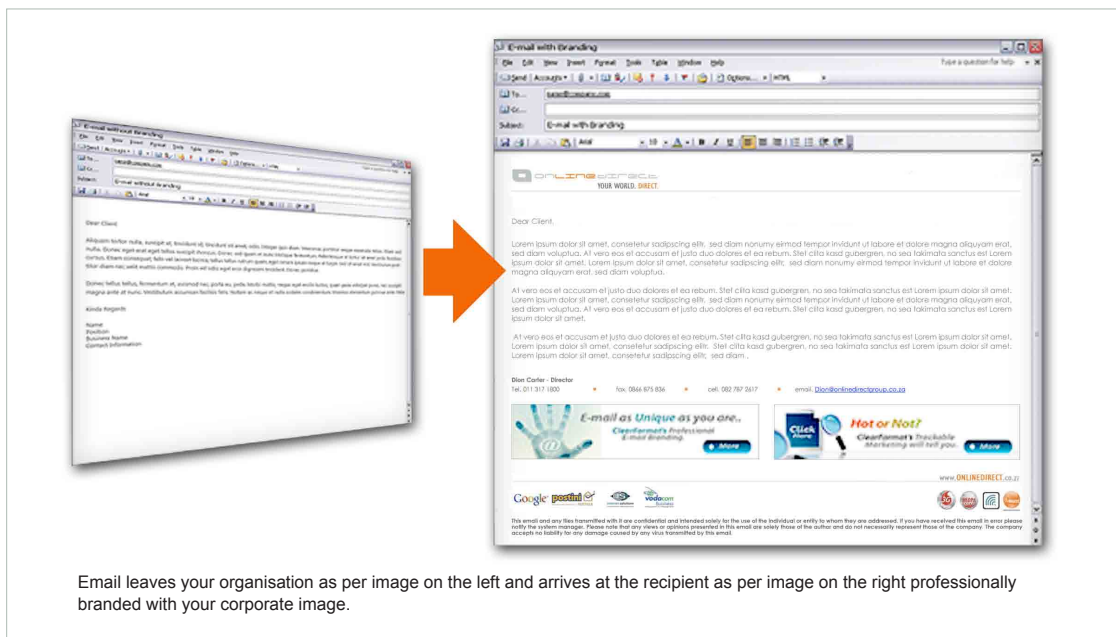
What is Online Direct Email Branding?

Online Direct Email Branding provides a powerful email branding marketing communications tool that allows you to unify and attach your corporate identity to every outgoing email.

As the undoubted leader in email branding, we have empowered all types of business all over the world, to build their own email branding and grow their business using daily email, management and success is a direct result of providing:

A superior email branding service that is easy to use and no email configuration changes on the employees desktop, no software installations.

- Our email branding services is compliant with all RFC standards
- An online web based live product that can be accessed anywhere at any time
- Different templates can be used for different departments simultaneously
- Templates can be changed on the fly
- Total control over your key communication channel
- Easy to use
- Easy reporting that can be printed at any time



Focus on your Brand

*Your brand is your identity, without it you're just another company.
 But you're not. You're the best in your business.
 You want to advertise this, show them you're proud of your image.
 You print your logo on your business cards, your letterheads, corporate uniforms and jet plane.
 Then why are your e-mails boring, plain text on the screen?*

Email Branding cont.

You need to focus as much attention on branding your e-mails as you do your traditional media. When a client receives an e-mail from you, the first thing they should see is your identity, your brand.

Introducing an e-mail branding solution to enhance your identity in an ever-changing electronically connected world needs to be done. There are no downloads, no software installs and no risk of outside influence. Simply send your e-mails as you did before, we'll do the rest.

It's all in the Details

Online Direct has taken all the aspects of traditional analog communications and merged them with the new fangled electronic variety to form a perfect equilibrium of form and function. With additional features such as link tracking and departmental advertising, you are able to see exactly which services advertised within your messages are getting the most attention, allowing you to deliver a more personalized relationship with your client.

Advertisements

Now that we've sorted out your e-mail letterhead, you have the wonderful option of inserting additional advertising or product pushes, and targeted marketing messages, within the footers of your e-mails.

This serves as both an advertising advantage which gives rise to demonstrating certain areas of interest to your clients, and as a gauge to what they might be more interested in. You will be able to see which advert a specific client clicked, allowing you to focus your marketing to that client if they are interested. It's simply giving the client what they want. You can also see an overview on which adverts are receiving the most interest, allowing you to strengthen those areas in your outside marketing:

- World Class services
- Turn normal emails into advertising messages
- Enforce corporate identity
- Patented and proven
- Cost efficient and measurable
- Scalable to suit any size business
- Compatible with any email programs
- Hassle free implementation
- Global market leader
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FEATURES & BENEFITS

Branded Outgoing Emails

- Affix your corporate logo within pre-designed templates
- Incorporate your brand/identity to all outgoing emails
- Create a clear and consistent message throughout your organisation

Email Branding cont.

Unified Signature Block

- Standardise and unify external presentation
- Ensure that all emails include the relevant contact info
- Direct the recipients to your corporate website and/or other http pages

Embedded Targeted Marketing Messages

- Keep clients informed of current or future promotions with banners and links
- Direct recipients to relevant news or other content of interest on your website such as live RSS feeds
- Include CRM campaigns

Compliance

- Append relevant company information (registration number, legal company name)
- Provide links to relevant corporate policies (terms & conditions, privacy policies, email usage policies)

Management Console

- Change your marketing messages to reflect current promotions and company news
- Assign users to specific user groups within your company
- Assign different messages/campaigns to different user groups
- Embed Live RSS feeds
- Monitor clicks from specific locations with the new geographic locator
- Obtain detailed analysis of email campaigns with statistics and customised report

PRICING

EMAIL BRANDING				
PRODUCT DESCRIPTION	Package	Contract Term	Price per User	Once Off
Email Branding per mail box 0 - 100	0 – 100 users	12 MTH	R 34.20	R 2 280.00
Email Branding per mail box 101 - 500	101 – 500 users	12 MTH	R 28.50	R 4 560.00
Email Branding per mail box 501 - 1000	501 – 1000 users	12 MTH	R 22.80	R 7 980.00
Email Branding per mail box 1000+	TBA	12 MTH	TBA	TBA
Custom template design per hour	-	-	-	R 500.00

- All Pricing includes VAT
- Proof of concept available on request
- 5 Standard template options to choose from 1 included in the once off setup fee. Client to supply all art work in correct spec to upload to the template design
- Custom template designs available on request
- Online Direct email branding servers are hosted in South Africa in our state of the art data centre