

CWCD

Email Product Plan



Email Broadcast to available emails of selected contacts. CWCD (Clell Wade Coaches Directory) does not release or furnish these emails to its clients.

Minimum order amount is \$500.

NOTE: CWCD invoices you for the total emails sent/received. A report of this total is generated approximately 21 days after the broadcast. This allows “soft bounces” (emails not received because of full in-boxes, DNS or server problems, etc.) to have time to be delivered.

Pricing:

1. \$175/thousand base rate for email broadcast. *Includes 2 selects. Additional selects are billed at an additional \$10/thousand. Select costs do not apply when using email in conjunction to an existing DM list. Those selects will be based on that companion list.
2. \$100 formatting cost to set up and format emails to include CAN-Spam info (for example, Address info, Opt-out, and Forward links). Email templates must be accompanied by their associated images files.
3. \$50 to create a Text Version of the Email if not already provided.
4. \$100/hour for “design work” if CWCD does the designing. Price applies per email.
5. +\$10/thousand to add personalization fields (up to 2 fields added per this item).
6. Reporting:
 - a) Classic Reports – no charge
 - b) Complex Profiles – see your Sales Rep for pricing information
 - c) Hot Leads – Contact Records (including emails) for Opens and Click-throughs \$395/thousand
7. Email Append Service: We can append available email addresses to your customer records. CWCD recommends this be done once every 18 months. See your Sales Consultant for pricing information.

Terms:

Existing clients will have 15 days from the date of invoice to pay.

New customers are required to pay a deposit based on 50% of the invoice of the estimated delivered emails.

Sample Marketing Comparison:

Comparison Chart for multi-touch Contact with Email Marketing Added (based on 5,000 pieces—printed brochure and postage—average costs)	
Additional Mailing	Email as Follow-up
\$2650 total cost - Wait for results and not easily trackable	\$1175 total cost - Saves \$1475 and immediate measuring and tracking
Printing costs at \$0.20, mailhouse charge at \$0.05, and postage at \$0.27	Based on a scenario of \$175/thousand and set-up \$100, \$150 design work, and non-provided text email and 1 additional report at \$50

Marketing Notes:

Although emails appear to be economical solutions to Direct Mail projects, when done by themselves, they are not necessarily the best marketing strategy. **20-25% of all emails never make it through spam filters and other technologies at the ISP level.** Also, if a prospect doesn't recognize your name, they will delete your email without even thinking about it.

If emails are used as a follow-up to a physical mailing or to feature products or services (e.g., as in a catalogue that was previously mailed) they can greatly increase the effectiveness of that mailing. They are also great relationship builders with clients or prospects you are already keeping in touch with through mailings.

For further information, contact us at 877.386.4840

We will be more than happy to discuss your marketing strategies with you.

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