



t2 and “Email Marketing”
Powerful. Incredible. Resourceful.

Unique.

What is Permission Based Email?

Permission Based Email is an email newsletter tool built for organisations that want great looking email campaigns and newsletters, plus need the facility to send each campaign, track the results and manage their subscribers.

In a nutshell, you get:



Creative Choice - Choose from our gallery of pre-made templates, upload your own custom template, or use the template we custom design for you.



Simple subscriber management - We process unsubscribes and bounces automatically and pack in all the list management tools you need.

...but here's what sets us apart from everyone else!



Powerful, elegant reporting - Great looking reports on every aspect of your campaigns from who opened it, what links they clicked on and so much more.

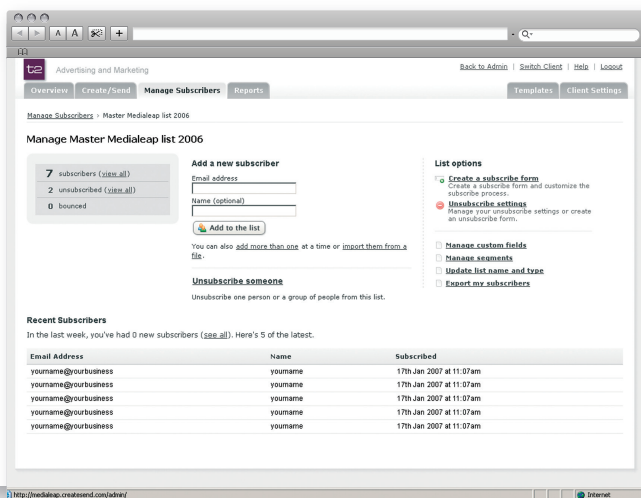


www.t2studios.net

Complete control

t2 Permission Based Email has been built exclusively for companies that need to send permission based emails for themselves and their departments.

We've packed in only the features you'll actually use, and none of the bloat you won't.



- Unlike other email marketing systems, t2 Permission Base Email gives you complete creative control over the design and structure of your email campaigns. You're not forced to stay below a certain file size and you can send in HTML, plain text or both.
- Personalise the content for each recipient to improve the response rates for your campaigns and achieve a one-to-one relationship with each recipient.
- Permission Base Email makes it easy to send previews of your campaigns to any address. This feature is also very handy for pitching designs and getting newsletters approved internally.

You also get great features like:

Complete sender control - use your own 'from name' and 'email address', so the email always looks like it comes from you. You can also select your own subject, and which email address any replies should be forwarded to. We take all the messy work out of the equation by processing any bounces and unsubscribes automatically.

Send now or schedule for later - send yourself a test version, send it immediately or schedule it for delivery at another time.

This way you can build the campaigns in advance and schedule for delivery tomorrow, next month or any time in between. Easily manage your subscriber lists - whether you've got a simple list you want to email or need to get your hands dirty with custom fields, segmenting and personalisation, we've got you covered. Add your own custom fields for personalisation and targeting. You can easily extend list capture anything and everything you're after. Whether it's address, phone number or favourite lipstick!

Not only that, but you can easily personalise your emails with any of the custom data you've captured. You can even segment your lists based on these custom fields for even more targeted campaigns.



Who can I send email to?

Guidelines for permission based email marketing

Who can I send email to?



People who have specifically signed up through your website

For example, by ticking a checkbox (not checked by default) on your signup or sales form

People who completed offline forms & indicated they wanted to be emailed

Eg: By filling in a competition or survey form where they specifically agree to receive email

People who gave you their business card and asked to receive email

If someone gives you their business card and you have also explained to them that you will be in touch by email, you can contact them.

They purchased something off you in the last 2 years

By making a purchase from you they have provided their permission implicitly, although it is much better to explicitly ask them.

Who can't I send email to?



Anybody that is not covered by the list above!

Here are some examples:

Lists or email addresses received from a third party

Includes any list you bought or rented, got from a partner or membership organization. No matter the claims of the source of this list, you cannot send email to them.

Addresses you collected or "copy & pasted" from the Internet

Even if they look like ideal customers for you, you can't email someone just because you found their address.

Addresses you haven't emailed in the last 2 years

Permission doesn't age well. Even if you got their permission legitimately, they won't remember giving it to you. If you haven't sent something to that address in the last 2 years, you can't start now.

Client agreement

I, _____ on behalf of _____ (company) agree that every subscriber list provided for future email campaigns will be gathered in accordance with the permission guidelines above.

Date: _____ Signature: _____

All of this... plus FREE technical support

<http://support.t2studios.net/helpdesk/>

provides free email technical support for all customers via the integrated support system. No matter what the question, we'll get an answer to you as quickly as possible.

t2 studios pricing structure couldn't be simpler:



Integrated Agency
t2 Studios Limited
New Media House
79a Broadway
Peterborough PE1 4DA

t 01733 313166
m mail@t2studios.net
w www.t2studios.net

**SET-UP
CHARGE** £150

**BESPOKE
DESIGN** Extra
Charge

**MAILING
CAMPAIGN** £6

**PER
RECIPIENT
CHARGE** 1.2p

If you create a campaign for 5,000 recipients, you would pay £6.00 (campaign charge) + £60.00 (5,000 x 1.2p) = £66.00 and you know exactly who has received and read your campaign and when. Compare a similar campaign through the post at 3,000 letters 2nd class (24p) = £720.00 not including cost of envelopes and recorded delivery charge to ensure your campaign was received. Plus, regular post can't track your campaign!

