



Newsletter Campaign Pricing Information

The Newsletter is a module that can be added to your website for a very nominal cost. Use it to keep in contact with your customers, notify them of new products, specials, sales, or just to keep you in contact with them. For example, if you wanted to send all your customers a “Merry Christmas” or a “Don't miss the Sale this Week” email, this would be the perfect way to do it.

The Newsletter allows you to create unlimited lists for different customer needs. You can send out unlimited emails to the lists over the course of the month for the monthly fee. A customer can opt out via the link in each email, which automatically removes them from the list. The subscription price is calculated based on the total number of unique emails you send to.

EXAMPLE 1:

You run a photo studio and want customers to be able to signup for several lists. One is for senior portrait sessions, one for wedding information, and one for specials. If a site visitor's daughter was getting married, they would signup for the wedding list to specifically receive information pertaining to weddings.

EXAMPLE 2:

You run an ecommerce store for rare auto parts. You want customers to be able to express interest in parts for certain vehicles. If you were selling cars and a customer was interested in parts for a Classic Chevy, you could offer a Classic Chevy mailing list, and then send out an email when you got Classic Chevy parts in stock with the details about them. The email would then go to all of the customers on the list who had signed up to receive emails about Classic Chevy's.

PRICING

# OF SIGNUPS (highest of all lists)	PRICE
0-15	FREE
16-50	\$10/mo
51-150	\$15/mo
151-500	\$20/mo
501-1000	\$30/mo
1000+	Call