

# Liaise Online Limited

## The Email Marketing Solution

### Email Marketing & Content Management Specialists

Liaise Online have been innovators in the e-technology arena for a few years now. Technology addicts – we know we need to stay ahead as more and more companies rely on our services, news and views.



We are committed to our Clients and strive to keep you up to date with:

- How to get the most out of your email campaigns
- What's happening in the world of viral marketing
- How Community Websites can help develop your business

Liaise Online use email marketing, content management systems, RSS feeds, video streaming, blogging, customer relationship management systems, web assistants and other Internet technologies to help our customers and their partners grow their businesses.

### Email Marketing Solution

As specialists in Email Marketing Campaign Solutions, we are committed to getting you the best results from your direct email marketing.

Our experience ensures we understand the technology to deliver successful e-marketing campaigns that will:

- be accurately targeted & highly effective
- save time & staff resource costs
- drive traffic to your website or landing page
- be cost effective – typically at a fraction of the cost of traditional advertising or direct mail
- turn new enquiries into business
- build up brand awareness & customer loyalty
- get your company and business in front of the people you want it to be

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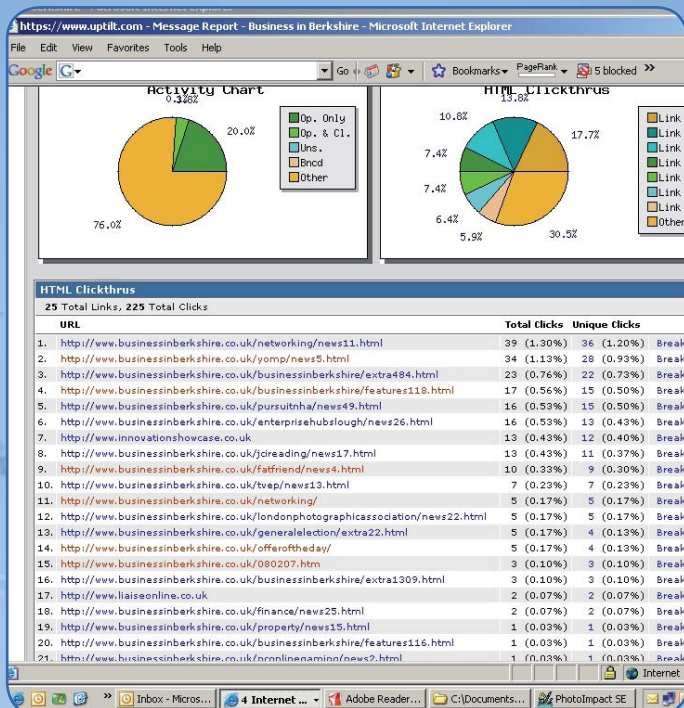


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## The Email Marketing Solution

Our core email marketing solution utilises the advanced Emallabs technology. Benefits include:

- Quality communications delivered on time to opt-in audiences
- Automated personalised messages
- Response statistics
- Enable Email Triggers. Triggers allow actions to create reactions – (for example, if 1000 emails are sent, 300 are opened, 10 bounce, 30 click on a link. 10 of the 30 who click on the link about a new product, live in London and so trigger a second email with a discount voucher and list of local suppliers).



Managing your campaign:

Liaise Online can manage your campaign for you or it can be managed by one of our valued Resellers.

Our tracking system tells you which recipients open your email template and how many click through the links it contains.

Resellers or Liaise Online can also:

- manage bounced email, unsubscribe messages and AOL spam alerts
- create campaign questionnaires to gather information from recipients
- enable email triggering, where an action creates a 'reaction' email response
- modify the email campaign mid-term to increase its effectiveness

Along with our dedication to producing results we always take a long term, professional approach to email marketing. Results from one campaign are built into the next, increasing overall effectiveness on a continuing basis.

Email Advisor-tracking your emails & keeping them moving

There are more than 35 major email clients (ISP's) in use by consumers today! Email Advisor ensures your messages are correctly displayed every time and provides detailed feedback on the success and CTR (click through rate) of each of your campaigns.

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Email Advisor provides the technology and the Solution to give you:

- Tracking, Response Triggers and Reliability
- Provides you with the first-ever view of how your email messages will appear to every single email client on the market
- 'Real time' view of how the major ISP's are processing your email
- 'Real time' view of any inappropriate blocking or filtering to a bulk folder
- Response Triggers allow you to automatically process personalised responses, perhaps as part of a series or follow up campaign

## Client Testimonials for Internet & Email Marketing

We have a range of Clients who are both Resellers and End Users. A Reseller Client commented recently:

"We have used Liaise Online email marketing solution for 18 months or more and are delighted with the product and service we receive. When you are sending out up to 500 email campaigns every year for Clients – we know we need to have a product and service we can completely rely on. I have no hesitation in recommending Liaise Online products and services".

Simon Adams i-Broadcast Ltd

Many more testimonials are readily available and may be contacted for a telephone reference.

As a company, we encourage and welcome feedback and input from our Clients to ensure we continue to deliver a product and service that you need when you need it.

## Liaise Online Email Marketing Pricing

Two options are available depending on whether you are a Reseller or End User Client. Our Resellers have a guide price so they benefit from a fair margin. For Clients or Resellers using more than 10,000 units, pricing is chargeable in blocks. This again allows for the Reseller to charge their Client appropriately for the work they undertake.



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## The Email Marketing Solution

### End User

- Email Marketing Account includes:
  - Design of your Email template.
  - Assistance in writing copy, creating graphics
  - Delivery to 1000 people & report on tracking
  - Pricing: £597 + VAT

### Reseller

- Email Marketing Reseller Account includes:
  - Setting up of your email Marketing Reseller account
  - Includes 10,000 email units for you to use with your customers
  - No restrictive time limit on unit usage
  - Pricing: £397 + VAT
  - Additional units are sold in multiples of 10,000 for £250 + VAT



### Variations

Email marketing prices with existing Clients for more significant volumes and long term commitment may be negotiable.

### Terms

First invoice payable on receipt subsequent invoices payable on thirty days net.

### Summary

Liaise Online are able to offer both their Reseller and End User Clients a professional one stop shop solution for their e-marketing needs. Our Resellers decide how involved Liaise Online become with your Client. We will never intervene with an End User uninvited, but are often asked to design the HTML headers by our Resellers because of our ability to respond quickly and professionally.

There are a number of options on the market of course, but we know that our solution is a valuable, reliable solution that will be continually improved and keep pace with the ever changing market demands and trends.

We value the opportunity to work with you in the future and look forward to a successful and beneficial partnership.

### Contact

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