

E-NEWSLETTER MANAGEMENT

AIM: Turn one-off customers into regulars and keep customers informed

HOW: Send frequent and personalised emails and text messages directly to your customers

We adapt quickly to the needs of our advertisers to ensure we are ahead of the competition in providing you with the best product on the market.... and offer our services to you at very competitive rates. Email and text messages are becoming an increasing useful tool and we want to help you to use these to best effect for your business.

WHAT WE CAN OFFER YOU

1. Put the structure in place to collect contact details. Through links and forms on your website and comment cards in your restaurant.
2. Design the newsletter based on the content you provide. Professional looking design with links to “send to a friend” and “unsubscribe”.
3. Newsletter sent to your customers by us through our specialist software – both SMS text messages and emails.

PACKAGES AVAILABLE

Package		Setup	Bi-Weekly	Monthly
Customer Database	Collect customers details from your website. Monitor and manage them from a secure hosting area online. You can add customers to this list from information collected in the restaurant	£300		£10pm
Email Newsletters	Email sent out to your database (up to 2 per month) Setup cost for newsletter design and account setup.	£50	£95pm	£65pm
SMS Text Messages	Text sent out to your database. Setup cost for newsletter design and account setup.	£50	£95pm	£65pm

NB – All prices are exclusive of VAT.

SPECIAL OFFER

We'll offer the whole system – all 3 packages for the price of the Email Newsletters, what's more we'll waive the setup fees. So it's either £65 per month or £95 per month depending on the frequency you want to use the system. For this you'll get everything - we'll send SMS Texts, Emails and maintain your customer list for you. It's the complete solution.

THE PROCESS

To go ahead we need you to sign up to this for a year.

Each time you want to send out a message (via text or email) just follow these simple steps....

Send over the words and images showing what you want – we'll send a draft newsletter back – when you are happy – it goes out – we can then tell you the stats over the phone or email.

THE NEXT STEP

Contact us and we can get the system built almost immediately and start collecting customer details. When you have something to tell your customers let us know and we'll get the details sent out. Call 01925 602310 or email info@onionring.co.uk and start making the most of e-Marketing.