



# CASE STUDY

## Promotions Manager



The University of Queensland Rugby Club was formed in 1911 and has produced some of Australia's best rugby players including Queensland and Wallaby captains. Recent times have seen the Club develop a web site to keep members up to date with Club information.



***"We created our own successful e-marketing campaign without the need for expensive agency fees."***

**JOHN PURVIS**  
Manager  
UQ Rugby

### BUSINESS ISSUE

The Club uses sponsorship and fundraising events as its two main sources of revenue throughout the year. A database of the Club's 1,500 members is maintained in Microsoft Access and used to send out invitations to fundraisers such as black tie dinners. To ensure that invitations reach their destination, the Club attempts to update the contact details of members in the most cost effective manner. The business issues currently facing the Club are:

- A small marketing budget requiring a low cost communication tool;
- The membership database is not kept up to date; and
- Paper 'change of address' forms are currently used, requiring manual data entry.

### BUSINESS SOLUTION

The club needed to find an effective and affordable means of communicating with members to gather updated contact information. The step-by-step wizard in Promotions Manager was used to generate a personalised email newsletter and online form for capturing new and updated contact information.

#### ■ Existing templates were used to create the email newsletter

*"The free templates in Promotions Manager allowed us to create an email newsletter in-house without outsourcing to an expensive agency."*

#### ■ Wizards build data collection forms step-by-step

*"We were able to create and theme our own online form for collecting new and updated contact information and have it write to a database without having to learn html. We then exported the data in CSV format for immediate upload into our membership database."*

#### ■ Cost per unit is low

*"Each email was sent for 4 cents, making it about 14 times cheaper than posting out a photocopied flyer."*

#### ■ Email address numbers increased

*"Including the 'send to a friend' button allowed our members to forward the email on to other members increasing the number of email addresses in our database."*

#### ■ Data quality was increased

*"Of those members who received the email, a significant number clicked through and updated their details. Additional information such as mobile phone numbers was also successfully gathered."*

#### ■ Web site traffic was increased

*"The email campaign also created interest in our web site by increasing traffic figures during the campaign – by members clicking through from the web site address in the email."*



# Promotions Manager from WebCentral

Promotions Manager is a database-driven mailing list management tool that is built into WebCentral's DeskControl interface. It allows you to quickly and easily compose professional looking HTML emails and send them to specific and targeted audiences. Promotions Manager is able to track and display in an easy to read format when messages have been read, forwarded, bounced, etc.



## HOW MUCH DOES IT COST?

There are two components to Promotions Manager pricing.

### 1. A Monthly Subscription Fee

This is an ongoing cost (just like WebCentral's web hosting levels) and has four options which are based on the maximum number of records which reside in your database at any single point in time during the month in question (see charges below).

Maximum Number of Records in your Database during the Month	Monthly Subscription Fee
1 to 100	AUD\$15 per month
101 - 1,000	AUD\$22 per month
1,001 - 2,000	AUD\$38 per month
2,001 - 5,000	AUD\$58 per month

Prices are inclusive of GST.

Please contact the Sales & Service Team on **1800 800 099** (ext. 2 for Sales) if you will have more than 5,000 records in your database during the month.

### 2. A 'Per Email Sent' Fee

This is a small 'per email' fee for each email which is sent out, which varies depending on the TOTAL cumulative number of emails you send for that particular month (see charges below).

TOTAL Cumulative Number of Emails sent during the Month	Per Email Sent Fee
1 to 100	AUD\$0.04
101 - 1,000	AUD\$0.03
1,001 - 2,000	AUD\$0.03
2,001 - 5,000	AUD\$0.02

Prices are inclusive of GST.

Please contact the Sales & Service Team on **1800 800 099** (ext. 2 for Sales) if you need to send more than 5,000 emails during the month.

### OTHER FEATURES INCLUDE:

- Database flexibility to allow you to merge into your HTML email fields such as 'First Name', 'Last Name', 'Customer Account Numbers', etc
- A wizard to help you to easily create your HTML email
- The option to send an email to your entire database, or just a selected few
- The ability to automatically 'filter' your uploaded email database so that there are no 'duplicates' sent

### HOW CAN I GET PROMOTIONS MANAGER?

Call WebCentral's Sales & Service team on **1800 800 099** (ext 2 for sales) or visit [www.webcentral.com.au/promomanager](http://www.webcentral.com.au/promomanager) to find out how to activate DeskControl.

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