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CASE STUDY

Promotions Manager



"We now have an easy to use tool that allows us to create and send quite professional-looking email newsletters to our customers with very little effort."

MICHAEL RYAN
VetStop Administrator



VetStop is an online information hub that provides a wide range of health and product-related articles to pet owners over the internet. VetStop's exclusive virtual presence also enables it to offer pet products at a reduced price compared to its 'bricks and mortar' retail competitors, so the development of an online store was a natural progression for the company.

BUSINESS ISSUE

VetStop wanted a way to communicate with its growing customer base to keep them informed of special offers, new products and changes to their web site, and in turn, build revenues through its online store. VetStop initially attempted to do this by sending a bulk plain text email using Microsoft® Outlook, however, this grew limited support and trust from its customers. The specific issues facing VetStop included:

- The plain text email could not be personally addressed to each customer, nor did it allow VetStop to insert images of its products to enhance the appeal of the newsletter;
- A heavy reliance on word-of-mouth to build its customer base, but no easy way for current customers to encourage support of the company amongst others; and
- A minimal advertising budget requiring an alternative, cost-effective method for driving customers and prospects to the VetStop web site.

BUSINESS SOLUTION

VetStop needed a cost-effective and easy to use communication tool that would allow it to send a professional-looking monthly newsletter to opt-in subscribers. WebCentral's Promotions Manager not only enables VetStop to send interesting, graphic-rich emails announcing special offers, new products and new pet information articles, every email is also personally addressed to each customer.

- Communication with customers is quick and simple

"With Promotions Manager, we produce professional-looking email newsletters every month with minimal effort. We use the step-by-step wizard for setting up a mailing list, and from there, we can design and send our emails."

- People can subscribe direct from our web site

"We make the 'Subscribe Form' available throughout our web site, which is also hosted at WebCentral. Customers also have the option to join our mailing list when buying goods from our online store, making it really easy for us to maintain and grow our database automatically."

- Newsletter content can be tailored to suit different customer needs

"We can send different versions of the newsletter to various groups of customers in our mailing list using the details they provide during sign-up. For example, we can provide dog owners with special offers on dog treats and articles on health issues specific to dogs."

- Sales increase immediately after a newsletter is sent

"The content of our newsletters is both informational and sales oriented. There is definitely a spike in traffic and sales via our online store in the days following a newsletter."

- Customer base continues to grow steadily

"The functionality available, such as subscription management, personalisation, and particularly the 'Send to a Friend' link, is a real advantage and has helped to build awareness of our business significantly without the need for expensive advertising."

- Responsibility for legal concerns is removed

"Promotions Manager provides all the functionality required to comply with anti-spam and privacy laws, including a fully automated 'Unsubscribe' link. It has certainly improved our customers' impression of us."

- Email statistics help track the success of each newsletter

"The ability to monitor the success of an email campaign is great. We know who has read the email, how many people have sent the email onto a friend, and which emails bounced. Promotions Manager even has the functionality for keeping the email list up to date by removing bounced email addresses from our databases."

Other WebCentral services utilised by VetStop:

- Professional level web site hosting - www.vetstop.com.au
- Promotions Manager



Promotions Manager provides businesses with everything they need to carry out smart email marketing campaigns from start to finish, including a practical database tool, a variety of designer email templates, flexible send options and powerful tracking capabilities.



Generate personalised communications by merging specific fields of information into both the subject heading and body of your email.

Send different versions of your email (eg. containing a different feature article or product specials) to specific groups of people in your database based upon certain fields of information, such as customers who own dogs and lives in Brisbane.



The 'Send to a Friend' feature allows members to forward the email to other people and create greater word of mouth.

Promotions Manager includes all of the features necessary to comply with anti-spam and privacy regulations.

Drive traffic to your web site to help increase sales by locating links to specific pages of your web site throughout your email.

HOW MUCH DOES IT COST?

There are two components to Promotions Manager pricing:

1. Monthly Subscription Fee

Ongoing cost determined by the maximum number of records held in all your databases stored in Promotions Manager at any one time during the month.

Maximum Number of Records in your Databases 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.

2. 'Per Email Sent' Fee

Applies to each email address you attempt to send to, and will vary according to the total number of emails sent across all your campaigns during that particular month.

TOTAL 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.

HOW CAN I GET PROMOTIONS MANAGER?

Call WebCentral's Sales & Service team on **FREEcall 1800 800 099** (ext. 2) or visit: www.webcentral.com.au/promomanager to find out how to sign up for Promotions Manager.

Should your database records or email requirements be greater than 5,000 per month, please contact our Sales & Service team on **FREEcall 1800 800 099** (ext. 2) to discuss the pricing options available to you.

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Level 5
100 Wickham Street
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