

# Need a system to send email newsletters...

## The complete DIY email marketing solution

- ✓ Edit email templates easily
- ✓ Keep your data clean with simple tools
- ✓ Live reports of results

### Create & update your email easily

#### Maintain professional results with your emails

Crafting a HTML email is a complex process to ensure the message displays correctly. Therefore we will design an email template that you can easily update through our email system every time you want to send an email. You have the choice of a standard or premium template.

- ✓ Standard email templates have a set frame layout and we add your logo and branding to the banner header.
- ✓ Premium email templates are bespoke and tailored to meet your exact needs and branding.
- ✓ One off charge for template design with no limit on the number uses.

### Mailing list management

#### Keeping your email data clean and up-to-date

Managing your lists effectively is a key factor in successful email marketing. Our application makes it easy for you to keep your data clean with a number of simple tools.

- ✓ Import your data from many different file types
- ✓ Automatic deduping of email addresses so no recipient can receive an email twice
- ✓ Unsubscribe management to ensure full compliance with data protection law

### Email reporting

#### Detailed statistics to aid decision making

Live reports that enable you to quickly and easily take action upon the results.

- ✓ Track opens, clicks, bounces and unsubscribes
- ✓ Drill down to see who opened, clicked, etc
- ✓ The comparison section will enable you to identify trends over a series of campaigns
- ✓ Automatically track your campaign related sales and conversions in your Google Analytics

For a no-obligation chat call:

> **01271 336 250**

> **carter.uk.com**

**Pay-As-You-Go**  
**No monthly fee**

**Want to try our email system first? No problem...**

...we can set you up with full access, where you can try all the features of the system and send emails to 5 people for free.

#### Additional services:

- Full Email Marketing
- Social Media Advertising
- Digital Strategy Consulting
- Website Design
- Digital brochures
- Print Design
- Branding and Logo Design

For more details on the additional services above please call 01271 336 250 and ask for the service sheets, or visit our website.



Carter Communication  
Westacott Road, Barnstaple, EX32 8AW

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