

Email Marketing Price Guide

For Lead Follow-Up and Lead Nurturing, we use and recommend email marketing from Constant Contact. Constant Contact can help you produce:

Drip email campaigns	Email newsletters
Email announcements	Press releases
Event promotions	Customer/prospect surveys
Social media interaction	Coupon

Click here - <https://www.constantcontact.com/signup.jsp> - to start a 60-Day FREE Trial.

Constant Contact is a do-it-yourself platform. Many of our clients are using the platform on their own. Others ask us to handle for them. In many cases, we handle the account at the beginning but eventually transition over to the client.

Here's a list of what needs to be done:

- ✓ Set up your account
- ✓ Create email templates
- ✓ Create lists for different target audiences
- ✓ Connect Constant Contact to your website and/or landing pages
- ✓ Write and deploy your emails
- ✓ Connect and integrate emails with social media accounts
- ✓ Set up and schedule drip email campaigns
- ✓ Create and deploy marketing surveys

Questions?

I don't have a list. Don't I need one for Constant Contact? Most of our clients start with no list or a small list. Constant Contact will help you build your list and then stay in touch with those names. The idea is to have your email campaigns ready to go as your list starts to build.

I'm not very technical. Won't that be a problem with Constant Contact? The best part about Constant Contact is that all users have access to unlimited phone support. It is by far the best support team anywhere on the web.

I don't like to write and I don't know what to say. That's where we come in. We can help you create emails to support your business. We'll develop the message and do all the writing.

Email Pricing (as of 10/15/16)

Constant Contact Costs

Constant Contact charges \$45/month for its full service program that includes email, surveys and social media interaction, or \$20 for email only.

FREE Account Setup

You can set up the account yourself, or we can help you – at no cost.

Platform Training

If you want to manage your own account, we offer two training sessions (90 minutes each) by phone for \$300. Additional 90-minute sessions are \$200.

Account Supervision

If instead, you would like us to manage your account and deploy your campaigns, we charge \$100 per month – no contract, cancel anytime.

Email Creation

Of course, someone needs to create the emails. We can create your emails for you within your Constant Contact account. While we would provide the writing and design, we would depend on you for background and expertise.

To write and design your emails, we charge the following:

- Short-form email (5-6 paragraphs) \$250 each
- Long-form email (9-10 paragraphs) \$400 each
- Surveys \$300-\$600 each
- Email Newsletter \$1,000 plus

Email Reporting

All campaigns are tracked and reported for results. You can access your results by logging into your account. Or we can send the results by email.

Please contact Bob McCarthy at 508-473-8643 or bob@mccarthyandking.com. Thank you.