## E-mail Marketing

### Thanks for your interest in E-mail Marketing.

We're glad to hear you're interested in putting smart marketing to work for your credit union. E-mail marketing is an inexpensive tool to help secure member loyalty and inform your members about valuable promotions and information.

#### WITH E-MAIL MARKETING, YOU CAN:

#### **MANAGE AUDIENCE LISTS**

- Build different groups for tailored messages.
- Stay in legal compliance with built-in opt outs.

#### **CREATE CUSTOM HTML E-MAIL CAMPAIGNS**

Send personalized stationary or letterhead that matches your website.

#### **TRACK AND ANALYZE RESULTS**

We will provide you with results of each campaign so you may view, study, and compare statistics.

This is a quick and effective tool that you can use to remind your members of the latest credit union news, important information and events.

Below is a chart of affordable fees incurred for each campaign.

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# Pricing for E-mail Marketing

Set Up Fee (One Time Only) Per Campaign Layout/Maintenance	\$250.00 \$125.00
<b>1-1,000</b> E-mails Sent	\$60.00
1,001-2,500 E-mails Sent	\$80.00
2,501-5,000 E-mails Sent	\$130.00
5,001-7,500 E-mails Sent	\$190.00
7,501-10,000 E-mails Sent	\$240.00
10,001-17,500 E-mails Sent	\$330.00
17,501-25,000 E-mails Sent	\$400.00

\*Pricing is based on number of e-mails sent in a calendar month.

To learn more, visit our website at <u>cuadvantage.com</u>. Inside the Press Cafe you will see an Email Marketing Information PDF available to view or download. Or, you can reach us at **877.799.0784** and we'll be happy to help you get started!

