

# eNewsletter Distribution



## A Better Service

Managing and sending emails to 100 or 1000's of people is very different from sending an email to 1, 2 or even 50 people, which anyone can do via traditional eMailing software like Outlook. When you want to deliver high volumes of emails, extra care needs to be taken to ensure you don't get black-listed as a spammer and that you are abiding by the necessary laws and regulations specified by Governments and major ISPs.

## Is This Service For You ?

This service is about newsletter and announcement distribution to a mass audience. Depending on your goals and expected number of distributions, this service may work for you. If your situation places you into the 2nd column below, please contact me and we can discuss your requirements and find a solution to better match your needs.

<b>This service is FOR YOU if -</b>	<b>A better alternative may exist if -</b>
You have a fresh eMail distribution list and plan to distribute a newsletter <u>at least</u> bi-monthly.	You have a <i>known</i> client base who you want to email regularly for business and administration purposes.

## Options Compared

<b>Feature</b>	<b>SMART-itc Distribution Service</b>	<b>D.I.Y. with Outlook</b>
Emails / newsletters comply with Australian SPAM Act 2003	✓	<b>Maybe?</b>
Easily management of 100s or 1000s of email addresses	✓	✗
Automatic Subscribe / Unsubscribe integration to your web site	<b>Maybe?</b>	✗
Link Tracking - track what people are reading	✓	✗
Cross eMail client / computer	✓	<b>Maybe?</b>
Professionally designed email template	✓	<b>Maybe?</b>
Emails formatted to minimise the chance they get classified as SPAM by ISPs and eMail programs	✓	<b>Maybe?</b>
Hassle free processing of bounced and rejected emails	✓	✗

# Distribution Rates & Options

Options and Distribution	\$ (including GST)
<b>eMail Template Design</b>	
If you would like a professional template designed for your newsletter, please include this option.	\$100 (once off)
<b>Mailout Setup</b>	
Setup includes populating your template with your newsletter content, setting up link tracking (if required) and the optimisation and hosting of images.	\$35 (per mail-out)
<b>Distribution* A (uncleansed)</b>	
An 'uncleansed' distribution means that you are responsible for any processing any bounced or rejected email addresses that may be present in your mailing list.	
first 1000 emails	\$35
each 1000 or part there-of after	\$10 per 1000 emails
<b>Distribution* B (cleansed)</b>	
With a 'cleansed' distribution your email distribution list will be cleaned of any rejected or bounced email addresses and returned to you after your mailout period ends.	
first 1000 emails	\$70
each 1000 or part there-of after	\$20 per 1000 emails

\*email address count is the number of email addresses where delivery is attempted and will include any invalid or expired email addresses that are present in your mailing list.

## What do I want - cleansed or unclesed ?

The decision comes down to whether you want to be responsible for processing any emails addresses in your distribution list that bounce. This decision has to be made before a mailout is commenced.

cleansed	uncleansed
<ul style="list-style-type: none"> <li>You have a sizable distribution list and this is your first mailout</li> <li>Your distribution list has not been used in a mailout for more than 2 months</li> <li>You do not have the in-house skills or resources to efficiently manage an active mailing list</li> </ul>	<ul style="list-style-type: none"> <li>You perform regular monthly or bi-monthly mailouts</li> <li>You have the in-house skills and resources to manage an active mailing list</li> </ul>

## About Bouncing Emails

- Any opt-in mailing list with more than a few email addresses will suffer from bounced emails
  - A 10% bounce rate is not unusual on a frequently used distribution list
  - Frequently used and cleaned mailing lists experience lower bounce rates
- The main reasons for emails bouncing are:
  - The email address is no longer in use
  - The owners mail box is full
  - The owner is using pessimistic spam filtering
- How emails are 'Bounced' depends largely on the hosting ISP
  - Some bad email addresses will bounce almost immediately after sending
  - Some bad email addresses will bounce hours, days, even weeks after sending
  - Some bad emails will never bounce, they will just be deleted by the ISP

## An Important Note on SPAM

I do not endorse spam or spamming. All eNewsletter or eMailing services that I provide abide by the requirements of the Australian Spam Act 2003. Every reasonable effort and check is made to ensure that information provided by you, to me, also abides by this Act. I will advise you if there may be any problems, however the ultimate responsibility to abide by this Act remains with you the owner of the newsletter, it's contents and it's distribution audience.

## Australian Spam Act Overview

The following is extracted from the Spam Act 2003 : A practical guide for business.

*The Spam Act says that unsolicited commercial electronic messages must not be sent. Messages should only be sent to an address when it is known that the person responsible for that address has consented to receive it.*

*The three key steps you should follow are:*

**Consent Only** - Send commercial electronic messages with the addressee's consent - either express or inferred consent.

**Identify Include** - Clear and accurate information about the person or business that is responsible for sending the commercial electronic message.

**Unsubscribe** - Ensure that a functional unsubscribe facility is included in all your commercial electronic messages. Deal with unsubscribe requests promptly.

For more detailed information or to download the guide, please visit the Australian Spam Act web page ([http://www.dcita.gov.au/ie/spam\\_home](http://www.dcita.gov.au/ie/spam_home)).