

ConsciousCMS2
Implementation Guide

Newsletters & Email Marketing

Keeping in touch and getting new business



conscious

Conscious Solutions Ltd.
Royal London Buildings
42-46 Baldwin Street
Bristol
BS1 1PN

0117 325 0200
support@conscious.co.uk

Introduction

One of the key components to your marketing strategy should be the use of email newsletters. Compared to printed newsletters they are low cost and easy to implement.

This guide is designed for people who are considering newsletters. It provides information about our e-marketing module and gives specific details of how the service works.

Drafted Newsletters

We produce newsletters on a regular basis and work with you to customise them and despatch them to your clients and prospects:

- **Commercial Clients:** Our newsletters for Commercial Clients are produced monthly (we feel that there is enough going for a monthly communication to be appropriate).
- **Private Clients:** Our newsletters for Private Clients are produced quarterly (March, June, September and December).

Newsletters are sent out with your branding (colours, logo, images etc.) and in each case we work with you to customize them for your firm by encouraging you to insert your own editorial and add your own stories when available.

Custom Newsletters

You can also produce your own newsletters or send out alerts on an ad hoc basis, for example to promote seminars, special events, or a particularly important piece of legislation.

What's the Process?

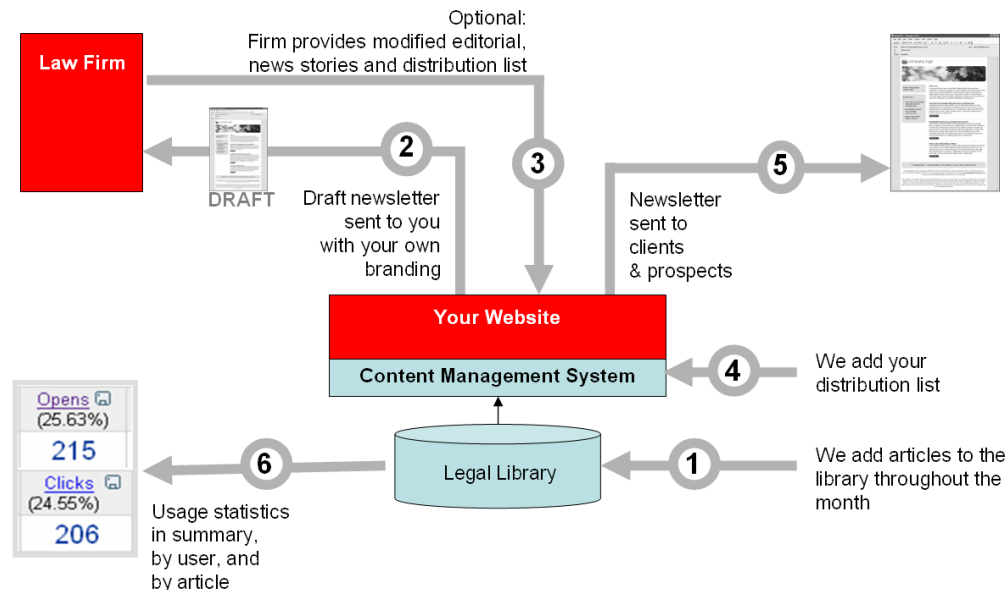


Figure 1 - The Process for Drafted Newsletters

Step	What You Do	What We Do
1 Add content	You don't have to do anything! ...although you can edit our stories if you want to	Our Editors are adding content to the legal libraries. You receive an alert with all the stories at the beginning of the month and they are scheduled to appear on your site throughout the course of the month.
2 Prepare draft of newsletter	You don't have to do anything!	We select the most interesting articles that have been published during the period and put them together into a newsletter with an editorial introduction. We send you a draft of the newsletter which carries your logo and branding (i.e. the colours and images used on your website)
3 Customise the newsletter	You provide us with a revised editorial (optional) and any of your own stories that you want added (optional)	We contact you to discuss the newsletter and see what custom content (if any) you want to add. We also discuss the distribution list for the newsletter (i.e. is it different from the previous newsletter)
4 Provide distribution list	You provide us with a distribution list (or tell us to use the same list as before)	We check the data is in the correct format and upload the distribution list the newsletter
5 Send out Newsletter	You don't have to do anything!	We make any changes that you have asked for then send you a test newsletter. You approve the newsletter and we then upload the new distribution list (if provided) and send the final version of the newsletter.
6 Monitor results	You don't have to do anything! ...although you can choose to review the reports in the ADMIN area of your website	We will review the statistics of the last newsletter with you when we speak about the next newsletter.

What Do Newsletters Look Like?

The sections below give you a brief overview of the difference between a Standard, Custom and Alert template. You should also have been sent a separate document giving a longer list of sample templates from which you can select and overall "style" that we can mirror and then customise for your brand/website design.

Standard Email Templates

There are a range of standard templates that can easily be customised for your site. The customisation process includes:

- adding your logo
- adjusting colours to suit the colours of your website
- creating a header image (when appropriate) using images from your website
- customising the text that appears in the footer of each newsletter

There are a range of layouts that can be used. The most common layout is two columns and consists of the following elements:

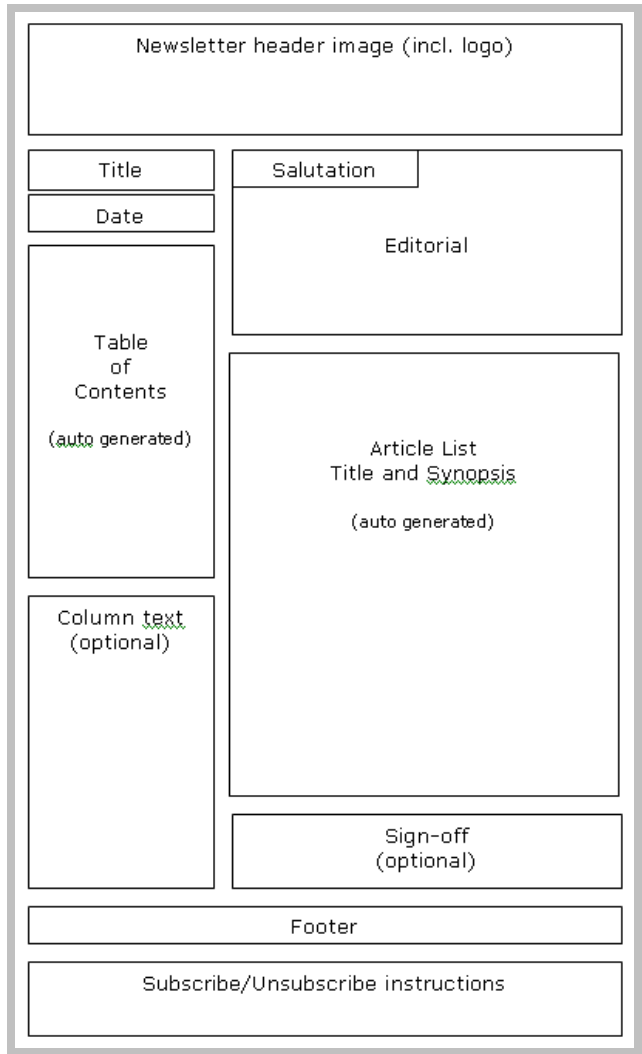


Figure 2 - Example of a Standard Layout

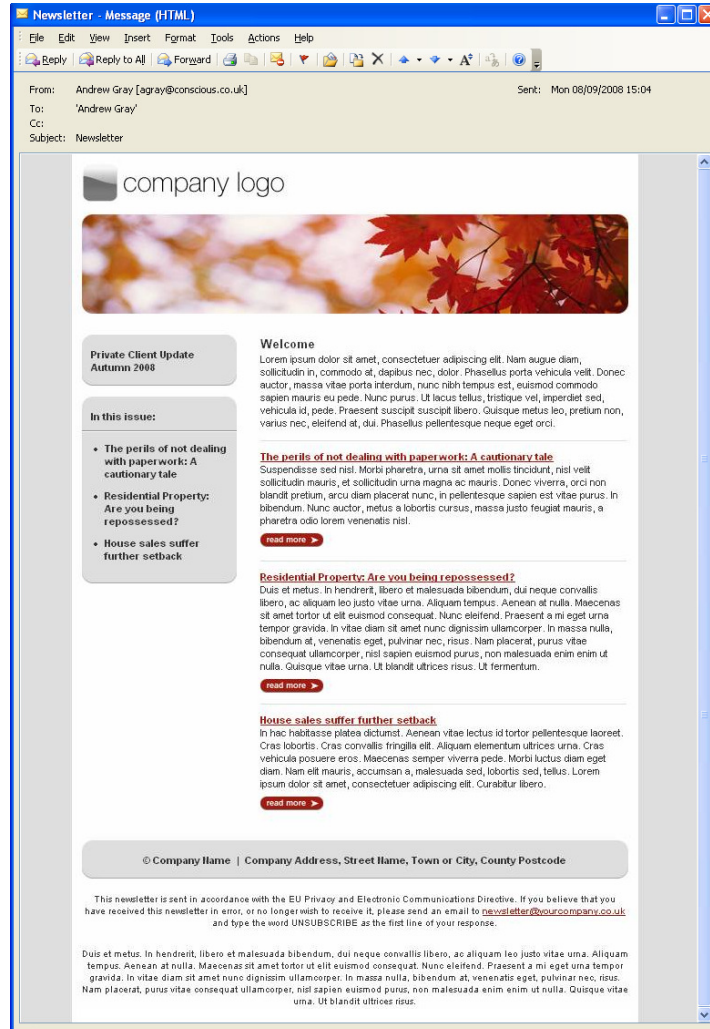


Figure 3 - Standard Design for Private Client Newsletter

Alert Templates

Alert templates are similar to newsletter templates, but usually take the form of one text block formatted using the WYSIWYG editor – just like sending an HTML email from Outlook. Alert templates are useful for single-topic communications such as event invitations.

Custom Email Templates

Rather than customising a standard template we can also start from scratch to create something that has a completely different layout or significantly different design elements. There are additional costs involved not only because of the time taken to agree on a design but also because it takes a significant amount of technical time to create templates that display as expected in all the common email systems.

All templates are tested on the following email systems:

- Outlook 2003
- Outlook 2007
- Gmail
- Yahoo Mail
- iLife/iMail (Macintosh)



Figure 4 - Example of a Custom Template

What Does it Cost?

For pricing information, please refer to our website - <http://www.conscious.co.uk/site/pricing/>

Notes:

- 1 - The newsletters are designed to alert people to interesting new articles that have been added to your website (they click through on the links and read the full story from your website). The costs assume therefore that you are already subscribing to the relevant library.
- 2 - The standard price includes sufficient time to change the editorial and adjust the article selection. It also includes time for updating the distribution list and sending out the newsletter. However, additional time/costs are incurred if more extensive customisation is requested, for example: if new articles need to be added to the website or images added/manipulated. This work is performed as miscellaneous webmaster work and invoiced (together with other such work) at the end of the month.

Monitoring Results

The email marketing module is very clever – it knows who each newsletter has been sent to and is able to track exactly who opens the newsletter and the clicks that result. This is obviously invaluable information and, over time, provides the essential feedback mechanism for you to improve communications in the future.

