



JOIN THE eNEWSLETTER REVOLUTION

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DELIVER YOUR NEWS FASTER TO MORE PEOPLE FOR LESS MONEY

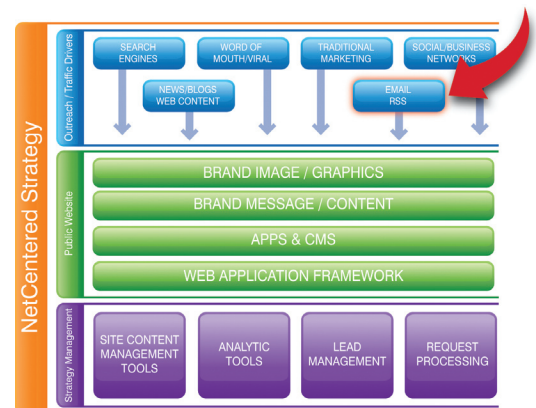
Still sending out that printed company newsletter? Then you're also paying those ever-rising printing, postage, and labor costs that go with it.

You don't have to. You could be doing what other marketing-savvy companies are doing. They're joining the NetCentered Marketing revolution, tapping into the Internet and its attendant technologies to deliver their newsletters electronically.

Studies show that newsletters are read far more often than traditional printed papers.

Even better, they're delivered to your audience instantly—so the news is as fresh as can be.

And better yet? With an newsletter, you get detailed information right off the bat on how many people have opened it... and what of its content interested them enough to drive them to your website for further data.



If your business warrants keeping your clients and prospects informed about current company events, new products, and new services ... if you want the best opportunity ever to position yourself as a subject-matter expert in your field ... then your best bet is an newsletter. And Cirrus ABS has the expertise to help you produce an newsletter of amazing effectiveness.

We offer a complete turnkey newsletter solution, providing...

- strategic planning, concept, design, and content development services
- various options for production and the frequency of delivery
- exceptional value and ROI

Sample Newsletter



Nothing works like an newsletter to...

- Establish credibility with your audience
- Build and maintain customer relationships
- Allow subscriber segmentation by demographic category and preferences
- Allow more-personalized content
- Provide instant feedback on newsletter effectiveness
- Generate cross-selling opportunities with existing customers
- Maintain top-of-mind awareness for your message
- Position you as a thought leader in your industry
- Keep costs down—by eliminating printing and postal costs (much more cost-effective than printed newsletters)
- Leverage your current marketing and advertising campaigns
- Increase “viral” marketing opportunities

Our core services— to help you set up and deliver an effective newsletter

Strategic Goals & Objectives

Cirrus ABS will facilitate an newsletter strategy session to determine...

- the goals and objectives of your initiative
- your target audience and the email list to be used
- the content areas to be included
- graphic design concepts
- the campaign management tools to be used (e.g., Vertical Response, Constant Contact, Exact Target, etc.)
- best practices for growing your subscription list
- any other relevant details

Newsletter Design

Cirrus ABS will develop and submit for your approval an newsletter layout and design that complements your online branding, providing...

- a flat .jpeg image of the design concept for your review and approval
- up to two design revisions

Newsletter HTML Build

Cirrus ABS will convert the creative concept you've approved into a themed HTML newsletter template for implementation into the newsletter campaign management tool.

Campaign Management Tool Setup

Cirrus ABS will set up the newsletter campaign management tool of your choice (Vertical Response, Constant Contact, Exact Target, etc.), which includes...

- the system configuration
- your account setup (by which you assume responsibility for all account fees and fees associated with sending emails through whatever email service you select)
- your newsletter list import and segmentation
- your newsletter HTML template setup

Additional Services

- Professional Writing Services
- Graphic Design
- Web Development
- Flash Development
- Video Production
- A/B Testing

See Pages 3 & 4

Newsletter Subscription Form

Cirrus ABS will set up a subscription form on your website, which may require our gaining Web server access if we don't already have it. Site visitors can use this form to submit their names for addition to your subscription list. We can structure the form to collect subscriber information according to whatever predetermined segmentation categories or demographic data you desire. We'll customize the look and feel of the form, too, so it coordinates with your website's graphic design (which your newsletter design also will reflect).

Newsletter Development Schedule

Cirrus ABS will provide a detailed schedule outlining the newsletter creation process as well as the due dates for deliverables based on the frequency of your newsletter's production. This schedule also will define the role and responsibilities of each stakeholder in the project.

Campaign Execution and Delivery

Cirrus ABS will...

- facilitate an newsletter planning session that also will establish a schedule for deliverables based on a frequency you determine
- as an option, write your newsletters for you—unless you prefer to handle the writing yourself
- create custom graphic elements to support your campaign message...
 - providing up to three hours of design work per email
 - using photography, logos, and other artwork you provide us
- lay out and format your newsletter content
- incorporate your newsletter into the email campaign management tool you've chosen
- deliver a test email for your review and approval
- deliver the newsletter to your desired subscription list, according to the segmentation you've authorized
- review your campaign's performance metrics and improvement recommendations with you

Additional service options we offer

Professional Writing Services

No matter what kind of writing you need—for an email campaign, an newsletter, a website, or any other marketing effort in any medium—we can provide it. Our award-winning writers handle every element of the writing process, from concept and development, through research (including interviews), to the writing itself, of course. They'll make sure your message is conveyed in powerful words that captivate and motivate your intended audience.

Graphic Design

If compelling graphics or cutting-edge design concepts are what you seek, look no farther than Cirrus ABS. We have a team of Addy Award-winning professional graphic artists on staff who know how to create the visual excitement your promotional efforts require. Their expertise extends well beyond email campaigns to virtually any marketing tool and medium you can name.

Web Development

Our team of Web developers will help you create website content to support your email campaign strategies. Know, too, that they excel in meeting any Web development challenge, from fully utilizing basic HTML, to devising custom Web applications and creating the landing pages that support them, to handling advanced scripting and systems integration.

Flash Development

Interactive flash—a dynamic, Web-based combination of graphics, text, animation, and video—can tell your story and drive it home like no other marketing tool. Trust our talented flash development team to create everything from interactive flash presentations to full-scale flash games and data-driven flash applications.

Video Production

Whether you need an existing video re-edited and optimized for use in an interactive Web-based format or a new video produced—say, a product demonstration with custom 3-D graphics—the Cirrus ABS video production group will get it done creatively and to the highest professional standards.

A/B Testing

This is an excellent way to collect valuable information on the effectiveness of your email campaign. We can test in a variety of ways, constructing multiple email subject lines, promotional copy, and layouts, for instance, or experimenting with the best email delivery time. Custom A/B testing lets you hone in on the variables that produce the best results. And we'll ensure that the testing's done right.

***You need business solutions. We've got 'em.
And we'll stick with you to help you continue using our NetCentered approach
to your best competitive advantage.
Call us: 260.420.2222.***

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About Us

Cirrus ABS specializes in NetCentered business strategies—the kind of strategies that help companies leverage the Internet and Internet-based technologies to best achieve their business goals. We've been doing this since 1995, too, not long after the public debut of the Web. From our base in Fort Wayne, Indiana, we've worked with hundreds of diverse enterprises across the country. They range from Fortune 500 companies, such as Toyota and Intel, to numerous small- and medium-sized businesses, both local and regional. All have benefited from our expertise. Today we also have offices in Indianapolis, Atlanta, and Los Angeles, enabling us to extend our NetCentered business solutions to a broader clientele. Our services include, among other things, website creation, Web application and software development, search-engine optimization, marketing, new-business development, and business process innovation.

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