

# TangerineDream Consultancy – Email marketing to increase the value of your sales pipeline.

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### Who are we?

TangerineDream Consultancy is a leading sales and marketing consultancy dedicated to developing your sales pipeline. Our sole focus is on generating qualified sales opportunities in the business-to-business sector. As well as providing marketing consultancy and outsourced telemarketing expertise we offer an exciting web based email marketing tool that can add further depth to your marketing strategy

### Our web based direct marketing via email

TangerineDream Consultancy is able to provide a unique service that's helping organisations everywhere bring style and sophistication to their email marketing and communications. With custom-designed templates, real-time response tracking, and features designed to help you grow your audience the right way, TangerineDream Consultancy will change the way you interact with your customers.

TangerineDream Consultancy's Web-based service includes everything you need to manage your email marketing and communications from start to finish. It's a unique platform that combines easy self-serve features, a custom-designed brand template, and personal assistance whenever you need it.

### Grow and manage your audience

With TangerineDream Consultancy's audience features, you'll organise your recipients into groups, or segment them dynamically by location, demographics and more. You'll have a full menu of standard database fields to choose from (like name, email, city, state and others), and an easy, inexpensive way to add additional fields unique to your organisation, audience or campaign.

You'll start by importing your current house lists (it's quite easy), and connecting your audience groups to your website using personalized signup screens (or using an advanced API, if this is your choice). Then you'll let us go to work, handling bounces and opt outs, spotting formatting issues, protecting against duplicates, and making sure your lists are always safe, secure and accurate.

Add our permission tools and advice, and we'll make sure you're managing and building your audience the right way.

### Create and send stylish email campaigns

With TangerineDream Consultancy, we start you out with a custom-designed brand template - created by our designers to your specifications - that frames your html email newsletters, announcements, press releases and promotions. It's the kind of customisation that saves you time and effort and ensures that every email campaign you send looks great.

Then we give you a flexible menu of content layouts that require no html and make creating your email campaigns easy. When you get ready to send, we makes sure every email is individually crafted and personally addressed. (No more generic aliases or emails that show your entire address book off to the world.)

Press Send, and our enterprise-level engine kicks in, delivering your emails quickly and accurately, and then telling you exactly who got it, didn't get it, opened it, clicked a link, and - wait.

## How is your audience responding?

With TangerineDream Consultancy, you'll see who opened your campaign, clicked on every link, forwarded your campaign to friends or signed up to get your future emails. You'll find out who bounced (definitely didn't get your email) and be able to follow up with them. This is just part of our real-time response tracking that lets you know just about everything that happens to your campaign, as it happens.

And because we keep a complete history of results for every campaign you've ever sent, you can see how you're doing over time and use what you learn to help shape your future campaigns and generate even better results.

## How much does it cost?

We are able to handle the email marketing needs of small businesses and multi-national corporations alike. Every account includes the full complement of features and comes with your very own custom-designed brand template, unlimited audience groups for organizing (and targeting) different member groups, an archive that stores your results for every campaign you send, and help from humans whenever you need it.

### **£250 setup & design**

This one-time investment includes your **custom-designed brand stationery\*** and everything you need to get started.

### **Your monthly pricing based on a pay as you go activity for example:**

1,000 emails a month	£33.00
2,500 emails a month	£49.50
5,000 emails a month	£77.00
10,000 emails a month	£137.50
25,000 emails a month	£231.00
50,000 emails a month	£385.00
75,000 emails a month	£528.00
100,000 emails a month	£660.00
larger volumes	custom pricing

All prices are subject to VAT at the prevailing rate.

Monthly plans are adjustable as your volume changes and are based on total emails sent. For example, with the 1,000-email plan, you can send to a 1,000-member list once a month, or a 200-member list five times a month. All accounts carry a £33 monthly minimum fee to cover activity, signups, storage and services.

With TangerineDream Consultancy you can go month to month *or* sign up for a year and receive additional benefits of a reduced fixed monthly charge of **10% off everything** you do.

All prices are subject to VAT at the prevailing rate.

\*Your £250 setup includes the creation of a custom brand template using your existing website or brand materials. Advanced design options are available for a bit more.

## Contact TangerineDream Consultancy

If you want to learn more about how we can provide you with a flexible and cost effective email marketing tool we can give you a one to one tour.

Call us on 01926 450666

or email us on [tourplease@tangerinedreamconsultancy.com](mailto:tourplease@tangerinedreamconsultancy.com)