

### How it Works .....

No matter what your business model is, you can benefit by offering email marketing services to your clients! Whether you manage your clients entire email program, or give them direct access to your re-branded Campaign Management Centre, the Ezemail Reseller Program is for you. Ezemail is easy enough for a small business to use, but flexible and robust enough for you to manage your larger, corporate clients' email marketing campaigns.

It's your choice, you can offer both these services or just one:

#### DIY Email Marketing Solution:

Allow your clients to sign up for the re-branded DIY option on your website, or at your place of business. Market this service as you would your other services, then sit back and let your client manage their own campaigns. Your client buys email & SMS credits for their campaigns from you. You then order these from us. You charge whatever price you feel the market will bear for the credits. Ezemail will be transparent to your clients.

#### Email Marketing Serviced Solution:

Provide email & SMS marketing services to your customers, by creating an account for them and managing the whole process using Ezemail as your platform. Add your unique expertise and provide a complete email program customised to meet your customers specific needs. Your clients will be able to retrieve their statistics via your rebranded CMC, but will only have access to the Statistics, not the whole system, leaving you fully in control. Your pricing schedule is entirely up to you. Ezemail will be transparent to your clients.

#### Who can become an EzeSeller?

It is ideal for:

- Advertising Agencies
- Web Developers
- Web Hosting Companies
- Marketing Agencies
- Communications/PR agencies
- E-Commerce providers
- Interactive/online marketing companies
- Consultants
- Self starter who wants to start a business in Email Marketing



# Ezemail

You can start your own email marketing service by reselling Ezemail's Email Marketing Solution. This is a profitable industry featuring a cumulative income base and low-cost startup. Grow your income, reduce your costs, improve your service and provide a host of new services to your clients. Ezemail is the perfect platform for offering new email marketing value-added services, and our Reseller program makes it easy and rewarding for you to differentiate your business and earn more revenue.

#### Benefits to you

Expand your business and tap into additional sources of revenue. Whether you offer your clients a self-service capability or a fully serviced solution, you can integrate Ezemail into your existing service offering.

- You set your profit margins
- Immediate access to the system - you can begin creating your clients campaign within hours.
- Minimal set up and ongoing costs
- Pay per use model
- Scalable solution
- Free ongoing upgrades
- No license fees
- No commitment or exclusivity contract required
- No maintenance of internal infrastructure
- Web based interface - ideal for collaborating with your clients
- Totally rebrandable - we remain completely transparent to your clients
- Partial menu available for your managed clients, so they can log in to check their tracking
- We provide the technology, training, documentation and ongoing reseller support.
- We're responsive to reseller's needs.
- Your success is our success!



resellers@ezemail.com

**Reseller Profile:** Cyberbia Interactive is a Web Design Agency based in the Designer district of Sydney Australia. Their clients include such well known names as: Adobe Pacific, Schwarzkopf Australia, and Business Software Association of Australia.

**The Challenge:** One of Cyberbia Interactive's major clients, Adobe, was sending thousands of emails weekly through Cyberbia. Whilst Cyberbia had originally outsourced the backend of the EDM's (Electronic Direct Mail) to another company, they were finding that they were under increasing pressure to improve the system as it was a very manual and time consuming system, which resulted in minimum margins being achieved.

Additionally, due to their growing relationship with Adobe they were continually being offered more departments and were concerned that their existing system would not cope.

**The Solution:** Cyberbia's Director, Colin Laidlaw, met with Ezemail and was impressed with the Ezemail solution as well as with the Reseller Program. Within a couple of days, the solution had been re-branded and was in use, running a campaign. Adobe loved it and Cyberbia loved it. Within a month, Cyberbia had acquired an account with another department of Adobe and a third department signed up soon thereafter.

**The Benefits:** "Ezemail has proven to be a very needed missing link in my business. The popularity of corporations distributing marketing communication online is growing steadily." Laidlaw said.

Interactive Cyberbia has sent out over 300,000 opt-in html emails within the last year using the Ezemail system. Their major client Adobe Systems Asia Pacific are using it to communicate to their Sales Channel throughout Asia on a weekly basis. According to Laidlaw: "The marketing people at Adobe who have seen the system particularly love the instant statistics you can view so as to ascertain response rates and ROI for individual campaigns."

**The Future:** Adobe has many campaigns coming up later this year for seminars and roadshows, and will assess the feasibility of the event registration side of the business using EzeEvents.

Interactive Cyberbia hasn't stopped with just Adobe, they are continually signing up existing and new clients using Ezemail as their tool for achieving the account.

"All these entities like what they see and are planning to do more online communication and distribution in the near future. I'll be doing my best to make sure they use Ezemail."



### EZEMAIL'S GROWING LIST OF FEATURES INCLUDE:

#### Simple subscriber management

**Subscriber List Management.** Subscribe requests, unsubscribe requests, and bounces handled automatically.

**Sophisticated Bounce Handling.** Ezemail handles all bounced mail automatically, significantly reducing the time needed to cleanse your mailing list of invalid email addresses.

**Customisable Unsubscribe link.** Links at the bottom of every message ensure that even the least email-savvy readers can easily unsubscribe. Customise these to reflect your businesses personality.

**Send Subscription Confirmation Emails.** Make sure your users are confirmed opt-in subscribers to guarantee your mailing list is truly permission based.

**No Duplicates.** Instant purging of duplicate email addresses.

**Fully customisable "Forward to a friend"** - Ezemail enables you to reach beyond your subscriber list by encouraging word-of-mouth distribution. You can easily record and track which recipients forward your messages.

#### Easy to create and schedule messages

**Cut, Paste and Publish.** Paste your HTML code and/or text in the content box and you've created your message - in HTML, AOL, or text or use our WYSIWYG editor.

**Content Previewing.** Send a copy of your newsletter or mailing for review or approval before sending it to subscribers.

**Personalised "To" Field.** Messages are addressed to individual subscriber names, so your communications won't be filtered into bulk mail folders by ISPs.

**Past Format Editing.** Easily access all previous newsletter issues or mailings to edit or reuse content and layout.

**Auto-sensing capabilities** - Ezemail allows you to send content to your users in the format that works for them, including text & graphic-rich HTML. Additionally, Ezemail

automatically generates messages that auto-sense each recipient's format capabilities (HTML or text) and provides them with the right version of your message

**Multiple categories** - (defined by you) can be assigned to recipients in the database, to make selection and targeting of recipients very flexible.

**Schedule your campaigns,** so they are sent out when you need them to be sent.

**Testing of your campaign** is available through the ability to send your campaign in batches, in order to receive feedback and know which Campaign will be the most successful.

**Personalised emails,** with recipient name or other details being automatically inserted from the database at run time.

#### Real-time reporting

**Delivery Statistics.** Reports the number of messages sent, delivered, bounced, and opened.

**Response Analysis.** Using the latest technology, Ezemail tracks the number of clickable URLs in a message, click-through rates, unsubscribes, and the effectiveness of your viral marketing efforts.

**Subscriber Reports.** Displays the number of messages sent to each subscriber on your list over a given period of time, what action took place (sent, bounced, unsubscribed, clicked on a link in the message) and when that action took place.

#### Powerful audience segmentation

**Target by Demographic Data.** You can tell Ezemail to target specific recipients based on the information stored about them in the database.

**Target by Interest.** Or you can store your own unique information about your recipients in Ezemail's "custom fields" and base your targeting on this data.