

# E-newsletter creative package

THE FEDORA CONSULTANCY

28 Fothergill Way, Wem,  
Shrewsbury, Shropshire  
SY1 1DA

Telephone: 01743 366288  
Mobile: 07721 402700

jon@fedoraconsultancy.co.uk  
www.fedoraconsultancy.co.uk



## SPECIAL OFFER

### for StartAssist new businesses

*An e-newsletter is an excellent, cost-effective tool that can help you promote your services and develop stronger ties with your customers. It helps you maximise the value of PR releases, articles and other content and, above all, gives you the potential to increase traffic to your website, making it a hub for your communications.*

*Fedora makes it easy with our creative package and we are offering a **20% discount** for all StartAssist new businesses until 29th February 2012.*

#### Fedora E-Newsletter Creative Package

*includes:*

- **Bespoke design template**
- **Test emails**
- **Sending service**
- **Copywriting assistance**
- **Additional web content**

### Special Price £200 per issue (usual price £250)

*How we will work with you*

- Agree themes, content and timetable for each issue
- Co-ordinate social media channels e.g. Twitter, blog
- Your company to provide email addresses for each issue
- Test e-mails sent prior to e-newsletter campaign
- Use of mailchimp, constantcontact or your choice of system provider
- Report available soon after each campaign has been sent
- Use of measurement tools such as Google Analytics and Google Alerts
- Log kept to show monthly progress – emails opened, click thrus etc

#### Client case study

[Triangle HR](#) is a leading Shropshire-based HR consultancy. Fedora looks after all of their online marketing activity. We prepare the news and event content in conjunction with them, add it to the [blog](#) on their website, then design and send an e-newsletter on their behalf.

*This is a service we provide for a number of clients and many have found it to be particularly effective in driving traffic to their website.*

Click on the links

[Sept](#)

[June](#)

[May](#)

for examples of e-news prepared for Triangle HR that have achieved consistently high open rates and click- thrus.

To discuss your requirements please contact Jon Hepburn on 01743 366288 or visit the [Fedora website](#) . See our [Client testimonials](#) and our [blog](#) on a range of marketing matters.

*The Fedora Consultancy is an 'outsourced marketing department' for smaller businesses. We save our clients time and money by providing timely, relevant online content that is attractively presented, effectively communicated and designed to improve both the quality of your customer contact and the effectiveness of your website.*