

# Email Marketing services from Anicca Digital Solutions

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# Anicca Digital Solutions

- **Anicca Digital Solutions was formed as a web development company in 2004 and became a full digital agency in 2006**
- **We are an East Midlands accredited supplier and carryout work on behalf of Business Link**
- **In addition to working directly with clients; we have collaborative partnerships with other agencies and technology companies and carryout work for them on a sub-contract basis**
- **We have a number of sub-brands including Online Marketing School and Reflex Website Content Management System.**
- **The directors includes;**
  - Ann Stanley (MD) is responsible for providing online marketing consultancy and training to clients. Ann is a chartered marketer and a Google AdWords Professional
  - Alex Fowler (Technical Director) is responsible for building clients websites and developing and maintaining our own stable of websites



# Current Clients



WORLDWIDE-PROPERTY.COM  
"Property investment specialists"



# What we do?



# Website Development

- **We develop websites with a modern design and content optimised for the search engines**
- **All of our websites are search engine friendly and incorporate our Reflex Website Content Management System - so you can edit the content, menus and database forms yourself**
- **You can choose a range of extra modules to meet your business or clients' needs, including:**
  - Ongoing content, news and community tools such as blogs and forums
  - Customer registration, profiling and filtering via a customer database,
  - Property, product or service database
  - Ecommerce and shopping carts to take orders or reservations online
- **We provide a complete hands-on support package, from the original web specification to hosting and ongoing support**



# Online Marketing Training

- We provide a choice of seminars, workshop or lecture formats (from 45 minutes to 3–day Google Master-Class)
- Bespoke or standard courses, covering range of online marketing subjects, with modules for beginners to advanced users:
  - Successful websites
  - Selling online
  - Overview of online marketing
  - Search engine optimisation
  - PPC and paid online marketing
  - Email marketing
  - Affiliate marketing
  - Improving sales conversion and ROI
  - Starting an online business
- All our workshops have online demonstrations and practical sessions so you can apply the lesson to your own website or marketing campaign
- In-house courses - suitable for your own marketing team, agency staff or directly to clients
- Online Marketing School – these open-courses are held in venues around the country working with partners on a shared revenue basis



# Online Marketing Consultancy

## Initial consultancy and auditing

- **Strategic review of your website and online marketing activities**
- **Production of online marketing strategy and plans**
- **Usability audit of yours and competitor websites to review the design, content and functionality; in order to improve sales conversion**
- **Technical audit of your site to determine whether it is search engine friendly, keyphrase research, Gap analysis, SEO page plans**
- **Online surveys and customer feedback to determine site strategy**



# Online Marketing Implementation

## Online marketing implementation and campaigns

- **PPC campaigns, including setting up new plans or improving the effectiveness of current campaigns**
- **Search engine optimisation of your site, including content creation and advice on correcting technical issues**
- **Link development strategies, ePR, directories, social networking**
- **Email marketing, including content creation, list management and broadcasting**
- **Ecommerce marketing, including shopping portals, comparison sites , shopping networking sites, affiliate marketing and CPA models**
- **Ongoing management & reporting**



# Email marketing – our services

- **We provide training and consultancy for companies wishing to use email marketing**
- **We provide an email design and broadcasting service for your company**
  - A DIY solution using our web based email broadcasting system
  - A fully serviced package using our web based email broadcasting system
  - A email system integrated with your website database (which we can build for you as part of a new website)
- **We can help you implement your strategy or help oversee your own team or an external agency**
- **This presentation provides the background knowledge that you will need when we discuss your email marketing strategy**




# Email marketing – setup and management

- Option for managed or DIY solution via web based interface
- Import your customer database from CSV file
- Take current or new web design and convert into an email template
- Personalisation and segmentation of your database
- Ability to change text & images online using WYSIWYG editor
- Create a text version for Blackberry and PDA's
- Test rendering in different email systems, check spam and send test emails
- Schedule broadcasting (date and time)
- Online reporting – you can see who opened and clicked through, can also track through to sales



# Control panel for our email broadcasting system



» [Ads](#) » [Worldwide Property](#) » [Latest Deals](#)

## Latest Deals

Owner: Adestra Admin

[Campaigns](#) [Reporting](#) [Settings](#) [Permissions](#)

### Your Recent Campaigns

Your Development Campaigns

ID	Name
24	January

[More User development Campaigns..](#)

Your Launched Campaigns

There are currently no user launched campaigns.

### Other User's Recent Campaigns

[Hide](#)

Development Campaigns

There are currently no development campaigns.

Launched Campaigns


ID	Name
53	WWP - Latest Deals -12.01.2009
40	WWP - Latest Deals - 09.12.2008
29	Latest Deals
27	WWP - Latest deals - 25.11.2008
9	WWP - Latest deals - 16 Oct

[More Launched Campaigns..](#)

[Create Campaign](#)

Administrator Options

[Edit Project](#) [Permissions](#)


 MessageFocus

User: Ann Stanley  
Account: ads

[Home](#)  
[Workspace Home](#)  
[Project Home](#)  
[Campaign Home](#)  
[File Manager](#)  
[Data Manager](#)  
[User Manager](#)  
[Contact Support](#)  
[User Settings](#)  
[Logout](#)

**Don't Panic**  
Click for online help

Or contact Support on  
**01865 242411**



anicca  
pure digital solutions

# Campaign management

» Ads » Worldwide Property » Latest Deals » WWP - Latest deals - 16 Oct

## WWP - Latest deals - 16 Oct



A selection of the latest WWP deals

Owner: Danny Hogan

Campaign Creation **Launches** Reporting Settings Permissions

Overview Options **Data**

### Campaign Options

**From Name** Worldwide Property Investments  
**From Address** Property.t2gwnhpl@ads.msgfocus.com  
**Reply Name** Sales  
**Reply Address** sales@worldwide-property.com  
**Subject Line** Cash-Positive Investment Deals

Edit campaign options

### Selected List

15 oct 26k list (20916 records)

Manage Campaign Data

Select List

### Email Content Parts

**HTML**  
Published (html)

Preview

**Text**  
Published (text)

Preview

### Options

Publish

Emulator

Spam Check

Launch

### Send a Test email

Send to:  Email Address  Multiple Addresses  Another User

Test Address:

Include Parts:  HTML  Text

Subject Tag:

Send test

User Ann Stanley

Account ads

Home

Workspace Home

Project Home

Campaign Home

File Manager

Data Manager

User Manager

Contact Support

User Settings

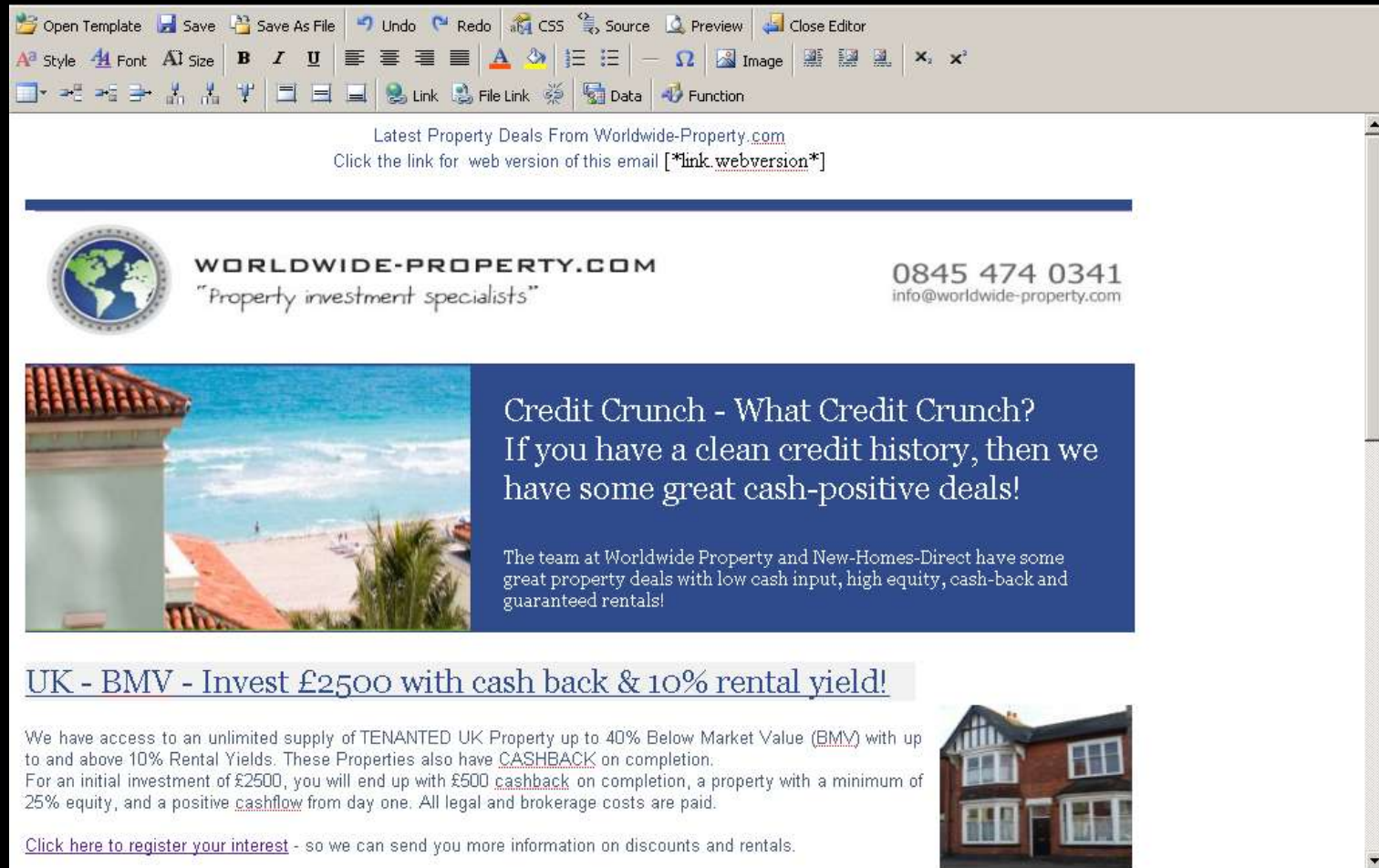
Logout

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# WSIWYG – editor for html email




Open Template Save Save As File Undo Redo CSS Source Preview Close Editor

Style Font Size B I U Image x x²


Link File Link Data Function

Latest Property Deals From [Worldwide-Property.com](http://Worldwide-Property.com)  
Click the link for web version of this email [[\\*link.webversion\\*](#)]

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 **WORLDWIDE-PROPERTY.COM**  
"Property investment specialists"

0845 474 0341  
[info@worldwide-property.com](mailto:info@worldwide-property.com)


 Credit Crunch - What Credit Crunch?  
If you have a clean credit history, then we have some great cash-positive deals!

The team at Worldwide Property and New-Homes-Direct have some great property deals with low cash input, high equity, cash-back and guaranteed rentals!

**UK - BMV - Invest £2500 with cash back & 10% rental yield!**

We have access to an unlimited supply of TENANTED UK Property up to 40% Below Market Value (BMV) with up to and above 10% Rental Yields. These Properties also have CASHBACK on completion.  
For an initial investment of £2500, you will end up with £500 cashback on completion, a property with a minimum of 25% equity, and a positive cashflow from day one. All legal and brokerage costs are paid.

[Click here to register your interest](#) - so we can send you more information on discounts and rentals.



# Text editor

The screenshot shows a web-based text editor interface. At the top left is a globe icon. Below it is a breadcrumb trail: >> Ads >> Worldwide Property >> Latest Deals >> WWP - Latest deals - 16 Oct. The main content area has a title "WWP - Latest deals - 16 Oct" with an "Edit" icon. Below the title is a subtitle "A selection of the latest WWP deals" and "Owner: Danny Hogan". A "Message Options" section is visible. The text editor itself has a toolbar with "Open", "Save", "Preview", "Load from HTML", "File Link", "Unsub", and "Personalisation". The text being edited is as follows:

```
Latest Property Deals From Worldwide-Property.com
=====

Credit Crunch - What Credit Crunch?
-----

If you have a clean credit history, then we have some great cash-positive
deals!

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property deals with low cash input, high equity, cash-back and guaranteed
rentals!

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=====
We have access to an unlimited supply of TENANTED UK Property up to 40%
Below Market Value (BMV) with up to and above 10% Rental Yields. These
Properties also have CASHBACK on completion.
```

At the bottom, there are "Options" with "Save Changes", "Return", and "Delete" buttons.

On the right sidebar, the MessageFocus logo is at the top. Below it, user information shows "User: Ann Stanley" and "Account: ads". A list of navigation links includes: Home, Workspace Home, Project Home, Campaign Home, File Manager, Data Manager, User Manager, Contact Support, User Settings, and Logout. A yellow button says "Don't Panic Click for online help". At the bottom of the sidebar, it says "Or contact Support on 01865 242411".

# Worldwide Property



WORLDWIDE-PROPERTY.COM

"Property investment specialists"

0845 474 0341

info@worldwide-property.com



Credit Crunch - What Credit Crunch?  
If you have a clean credit history, then we  
have some great cash-positive deals!

The team at Worldwide Property and New-Homes-Direct have some great property deals with low cash input, high equity, cash-back and guaranteed rentals!

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[Click here to register your interest](#) - so we can send you more information on discounts and rentals.



## Spain - Invest £2600 with cash-back & guaranteed rentals!

We have properties available across many developments in Spain. All developments are in desirable locations. Most properties come fully furnished to a very high standard. We have teamed up with several successful lettings agents that advertise and operate through many well known tour operators. We can offer the investor a profit share scheme that gives the investor 70% of the rental income, or, a 3, 5 and 10 year rental guarantee. Most properties come with at least £8,000 cash back for the investor. In some instances the investor also can claim back over £20,000 in VAT.

[Click here for more information](#) and register your interest. We will call you back with more details.



# Reporting – opening and click throughs

» Ads » Worldwide Property » Latest Deals » WWP - Latest deals - 16 Oct

**WWP - Latest deals - 16 Oct** [Edit](#)

A selection of the latest WWP deals Owner: Danny Hogan

[Campaign Creation](#)
[Launches](#)
[Reporting](#)
[Settings](#)
[Permissions](#)

[Launch Filter](#)
[Summary](#)
[Activity](#)
[Inbound](#)
[Forms](#)
[Conversions](#)
[Timeline](#)
[Heatmap](#)
[Launches](#)

[Launches](#) Viewing campaign results for all launches.

**Summary (% Of Total)**

<b>Total</b>	25,043	
<b>Undeliverable</b>	3	0%
<b>Suppressed</b>	5	0%
<b>Known Bounce</b>	327	1.3%
<b>Attempted</b>	24,708	99%
<b>Delivered</b>	21,215	85%
<b>Bounced</b>	3,493	14%
<b>Unsubscribed</b>	107	0.4%
<b>Spam Reports</b>	81	0.3%
<b>Opened</b>	2,771	11%
<b>Clicked</b>	223	0.9%

[Download](#)

**Summary (% Of Delivered)**

<b>Delivered</b>	21,215	
<b>Unsubscribed</b>	107	0.5%
<b>Spam Reports</b>	81	0.4%
<b>Opened</b>	2,771	13%
<b>Clicked</b>	223	1.1%

■ Bounced
 ■ Delivered
 ■ Opened
 ■ Not Attempted

■ Delivered
 ■ Unsubscribed
 ■ Opened Only

Account ads

Home

Workspace Home

Project Home

Campaign Home

File Manager

Data Manager

User Manager

Contact Support

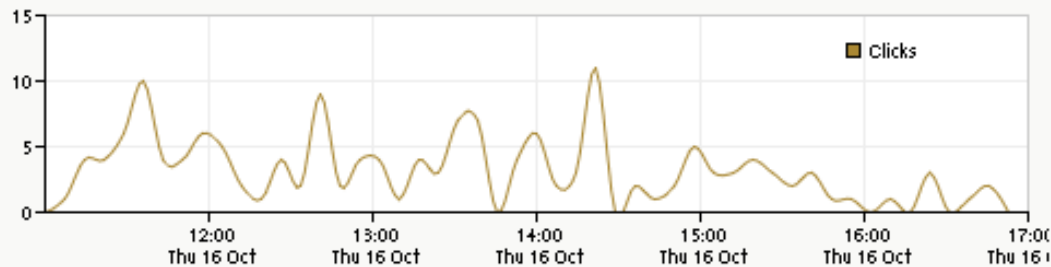
User Settings

Logout

**Don't Panic**  
Click for online help

Or contact Support on  
**01865 242411**

# Activity report – who clicks on what links



## Link Activity

URL	Clicks	Contacts	Of clicks	Open	Sent	Total	
<a href="http://www.worldwide-property.com/investment-deals/bmv.htm">http://www.worldwide-property.com/investment-deals/bmv.htm</a>	213	164	73.5%	5.9%	0.8%	0.7%	
<a href="http://www.worldwide-property.com/investment-deals/spanish-property">http://www.worldwide-property.com/investment-deals/spanish-property</a>	61	50	22.4%	1.8%	0.2%	0.2%	
<a href="http://www.worldwide-property.com/mailshots/executive-heights.htm">http://www.worldwide-property.com/mailshots/executive-heights.htm</a>	25	19	8.5%	0.7%	0.1%	0.1%	
<a href="http://www.worldwide-property.com/affiliate.htm">http://www.worldwide-property.com/affiliate.htm</a>	21	18	8.1%	0.6%	0.1%	0.1%	
<a href="http://www.worldwide-property.com">http://www.worldwide-property.com</a>	11	10	4.5%	0.4%	0.0%	0.0%	
<a href="http://www.anicca-solutions.com/index.htm">http://www.anicca-solutions.com/index.htm</a>	13	9	4.0%	0.3%	0.0%	0.0%	
<a href="http://www.anicca-solutions.com/website-designs.htm">http://www.anicca-solutions.com/website-designs.htm</a>	5	4	1.8%	0.1%	0.0%	0.0%	
	<b>349</b>						

# Email examples – Parry Catering



*Extra Special*  
**special offers**

Sales Hotline: 01332 875544

**Amazing Offers**  
for a limited time only

**Extra Special Special Offers from Parry**  
**MSF - Flat Top Mobile Serveries with 55% off List!**

Available now - call sales on 01332 875544 for details - Offer valid until Dec 23rd 2008

**MSF - Mobile Serveries, Flat Top**  
The ultimate work-horse servery range at an unbeatable price. Our MSF range of serveries are both extremely flexible and also built to take whatever you throw at them. With a range of optimal extras to ensure it meets your needs it really is the perfect servery for any job.

**MSF9 List £1,132 Offer £509**  
**MSF12 List £1,252 Offer £563**  
**MSF15 List £1,290 Offer £581**  
**MSF18 List £1,470 Offer £662**

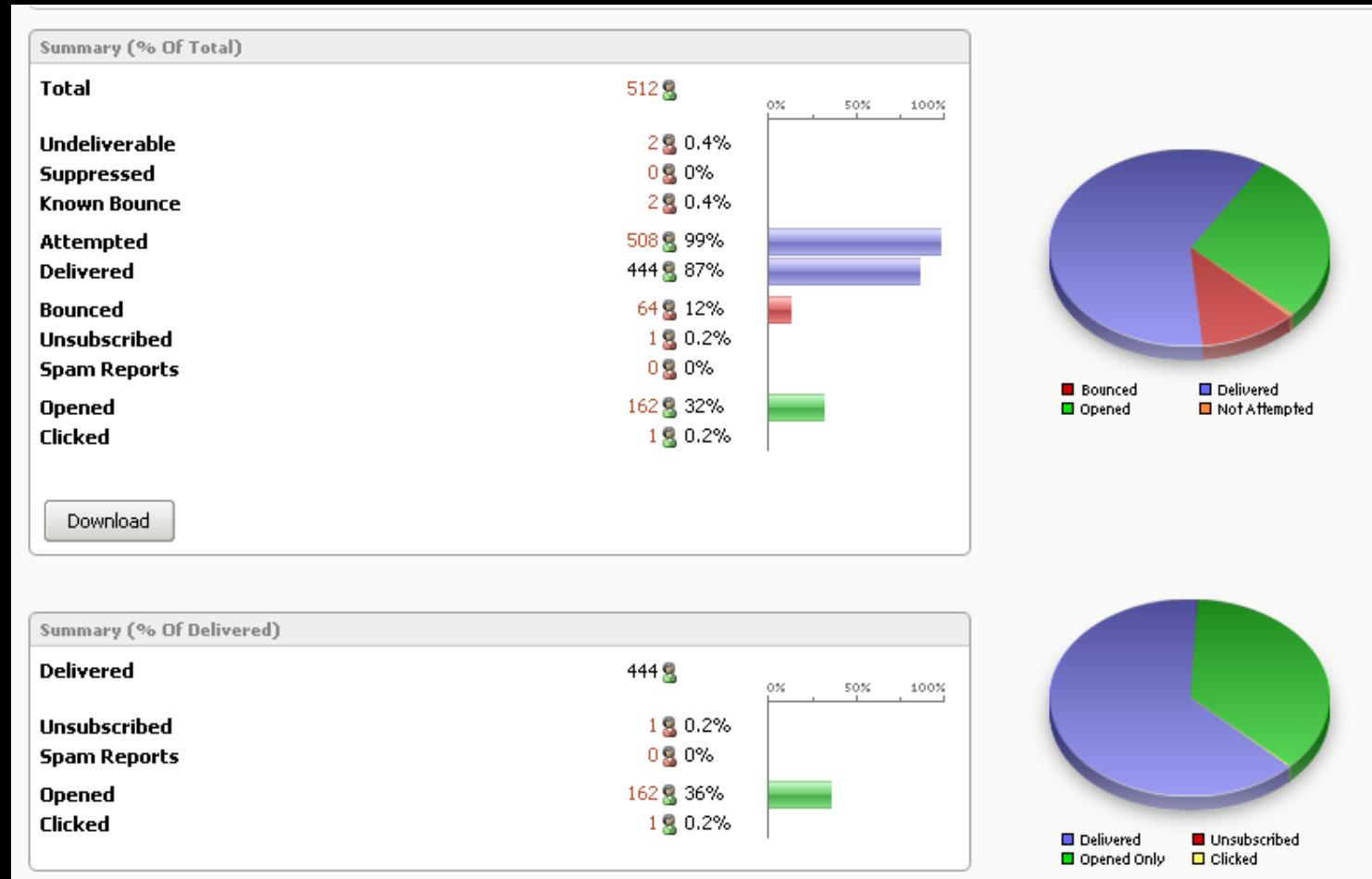
**At a glance...**

- Hygienic & easy to clean
- Stainless Steel construction
- Corner bumpers

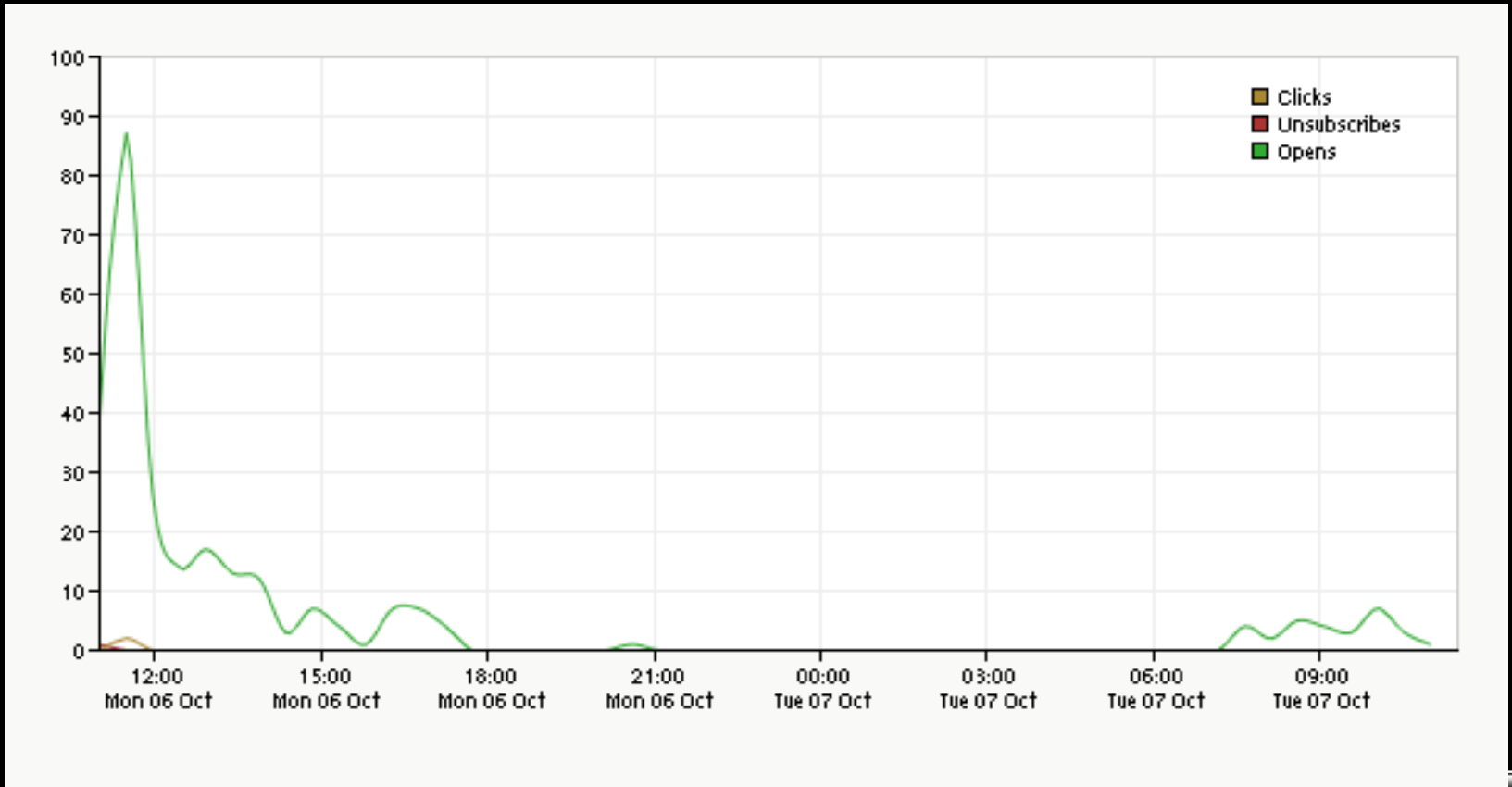


Email objective – sales via phone calls

# Email reporting



# Timeline of opening emails



# RED5 Gadget Christmas campaign

RED5

Find the perfect gift this Christmas at **RED5**  
21 Gadget Buying Days Left!

If you are using Outlook 2007 or you cant see this email then click on the link below to view it in your browser  
<http://red5.msgfocus.com/g/16Bj4asm9sk/vw>

**21**  Shopping days till Christmas!



## Rovio Wi fi Robot

Rovio is a WiFi enabled robotic webcam that easily moves in any direction and can be controlled remotely from anywhere in the world via the internet! You would be forgiven in thinking this amazing wi-fi robot has just come back from a mission to mars! **Only £249.95**  
[Click for more>>>](#)



## Table Football

The beautiful game is now available in miniature. An iconic addition to bars and pubs all across the world can now be played at home! Swivel, trap, block and shoot your way to victory with this miniature table football game. Fun for kids of all ages! **Only £20**



# Barton Knott Travel

## Barton Knott Travel

Thursday Travel Tips - 4th December



### Christmas Shopping?

LONDON FOR LESS - stay 2 nights at a choice of London hotels and take one FREE bonus item from the following:

- THEATRE TICKETS (Sound of Music)
  - SIGHTS SEEING TOUR
  - DINING VOUCHER FOR A TOP LONDON RESTAURANT
- All this from only £79.00 p.p

NEWCASTLE - 4\* DE VERE SLALEY HALL - 2 nights  
B&B plus dinner on the first night from only £82.00 p.p.

LEEDS - 5\* DE VERE OULTON HALL, LEEDS - 2 nights  
B&B plus dinner on the first night from only £92.00 p.p.  
**Call 0116 235 1522** [Read more>>>>>>](#)

### Fancy Skiing this winter? We can help!



We have the experience to offer you some great deals on late ski holidays; we also have some great early booking offers - just email or call us for details!

### Christmas Sun? The Azores from £595pp



Get away to the sun this Christmas: Dubai, Florida, Thailand, the Maldives and the sunny Azores - the choice is yours!

### Easter in Orlando? £110 PP for 2 weeks



Early season booking offers are out now for apartments and villas in sunny FLORIDA over Easter! Why not visit Disney World, SeaWorld, Busch Gardens or Universal

**Any Questions?**

**Ann Stanley**

**[ann@anicca-solutions.com](mailto:ann@anicca-solutions.com)**

**07930 384443**

