



design.  
website development.  
internet marketing.

## i4U Monthly Newsletter

### June 2007

**Can you believe it's June already!** At i4U we're as busy as ever. Our production schedule is filling very quickly, with many projects to be completed before the end of the financial year. If you have any maintenance or outstanding projects, I encourage you to schedule these in with us ASAP.

### What's New?

#### Your new newsletter module is here!



Over time we have received loads of feedback from clients with suggestions on what we can do to improve the newsletter module. For this reason, we have partnered with Vision 6, Australia's global leader in Email Marketing and Database Management solutions, to provide you with the best possible email marketing services and a more hands-on approach to managing your email marketing campaigns.

i4U's current newsletter module allows the administrator to setup newsletters to be sent out on a particular date, to members that have elected to receive the newsletters.

With the assistance of our new partner, we will offer clients some new features to their newsletter module:

#### 1. Campaign Statistics

This feature will provide users with the ability to view statistics on a campaign that has been sent out. The details of these statistics may change at different times to indicate the most up to date information.

The user will be able to retrieve statistics on:

- The number of contacts that opened the newsletter
- The number of contacts that did not open the newsletter
- The number of contacts where the newsletter bounced
- The links clicked by a particular contact, and

### June's Hot Deal

Get in quick to take advantage of i4U's current offer! 50% off newsletter templates until Friday, 22nd June 2007. A good head start to getting your newsletter campaigns underway.



### Staff Profile

Vanessa began her career at i4U 14 months ago as a Website Developer. Since then she has come to head up Web Development for eTourism, Flash Web Development including Flash animation, as well as aiding in the Search Engine Optimisation division.

Vanessa completed her Bachelor of Digital Design at Griffith University in 2004, during which she discovered her growing interest in digital media, especially with web development.

"I love being in a job where I'm constantly learning about new technology and new techniques. I4U always tries to stay ahead of the game and we are constantly looking for new ways to impress our clients."

### Recently Launched

Check out the latest websites i4U has launched. They are a testament to the quality of all i4U projects. i4U is your best partner for Design, Development and Internet Marketing.

- Contacts that clicked a particular link

## 2. Campaign Bounced Emails

This feature provides the user with the ability to view email newsletters that have bounced. Bounced emails for any campaign are checked before a new campaign is sent, as the bounced emails will not return at the same time. Subscribers that have been indicated to have bounced are automatically updated.

Now there are just four simple steps to sending a successful newsletter:

1. Create the newsletter
2. Add content, select a sending date and, select the subscribers to receive the newsletter.
3. 'Lock' the newsletter, and
4. Send the newsletter\*

\*Please note: all newsletters will feature a small Vision 6 logo at the bottom of each newsletter sent.

Once these steps have been completed and the newsletter has been sent out, statistics will be available to measure the success of the campaign, and bounced emails can be managed.

These fantastic features will be offered to clients for a small fee of \$0.03 per email sent. This small fee will be used to cover the costs of our partner's services, and to provide you with the ability to manage and maintain your email marketing campaigns. There are no set up costs, and you only pay for what you use.

If you require any further information, or if you would like to get more details on how it works, please contact our Production Manager, Andrew, on 1300 551 448 or email [andrew@i4u.com.au](mailto:andrew@i4u.com.au).

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