

How It Works

Constant Contact Email Marketing Campaign

Step 1 - You formulate the information for your campaign.

First, think about what you want to say to your readers. Are you telling your readers about an accomplishment, a client success story, an upcoming event of interest, and/or providing an educational segment? Does the information you are providing add value? Make your campaign informative and engaging.

Tips for this step:

- Is there a theme?
- Break your information into several sections or articles.
- Give each section/article a title or heading.
- Include photos, graphics, and/or images that are a good match.
- Submit your company logo.
- Add any names or narrative that goes with the photos, graphics, and/or images.
Is there a call to action?

Submit section/article text in Word (.doc) document (or .txt format).

Submit photos, graphics, and/or images in .jpg, .gif, or .eps format and in high resolution (300 dpi or higher).

All content (text, photos, graphics, images) will be provided by the customer or priced separately, as appropriate (see "Prices & Guarantees" page on our website for details).

Step 2 - You place your order.

When you have finished Step 1, use the "Place Your Order" page on our website to submit your information.

Step 3 - We receive your order and 50% deposit.

Once Your Newsy Notes, LLC receives your order and deposit, we'll assemble and format your campaign and provide you with your first draft within 10 business days of receiving all your content. We will send your first draft via e-mail in **Constant Contact** format. If we have any questions about your submission, we'll contact you by e-mail or phone to clarify.

Our assembly includes:

- Formatting
- Light editing/proofreading
- Template selection
- Lay-out design
- Color scheme to match your website or company colors
- Font identification
- Photo/graphic/image layout
- Anti-Spam checker

Step 4 - You review your draft and approve final product.

- If the draft meets your approval, send us a confirmation email.
- One major revision is included in the base price (see "Prices & Guarantees" page on our website for details).
- Once revisions are made and approved, we'll schedule campaign delivery to your identified email list and invoice you for the balance of the project cost.
- Our goal is to deliver your final campaign within 10 business days of your final revision.

Follow up.

We will follow up with you after the transaction via a survey to receive feedback. **We value your opinion.**

Your Newsy Notes, LLC may include your email marketing campaign in our marketing materials. We believe in promoting the people who are helping us grow our business!



Get your **NEWS** on course and **OUTSOURCE** to Your Newsy Notes, LLC.
Call **703-729-3155** or **1-877-729-3155** or visit **www.yournewsynotes.com**