Email Marketing Communications
Custom Client Program Profile

Name of Client:

Date:

Constant Contact Account Set-up:

	Create Email Address of Sender, Verifiy + Select Account Key Contacts
	Determine Monthly Billing Fees Based on Database Size + Status (Profit vs.
	Method of Payment & Discount Rate Based on Per Month, 6 Mos., 12 Mos.,

Database Set-Up:

	Data Export Assistance
	Data Import Fee (Files in electronic form such as Excel)
	Database Segmentation
	Database Maintenance - Additions, Deletions and Updates
	Resends (less than 10% of original mailing - due to data errors, etc.)

Database Quantity:

	1 - 500 Contacts
	501 - 2,500
	2,501 - 5,000
	5,001 - 10,000
	10,001 - 25,000
	25,001 - 50,000

Creative Services:

	Initial Design/Layout of Custom Page With or Without Website Links Included
	On-going Design/Layout
	Writing and Editing Services - Content provided by Client
	Writing and Editing Services - Content provided by PROFIT
	Image(s)/Photograph(s) - Provided by Client (# of images_____)
	Image(s)/Photograph(s) - Provided by PROFIT (# of images_____)
	Links to website and other locations

Mailing Type:

	Newsletter - Estimated Length: _____(Word Count)
	Alert
	Survey
	eNewsletter
	eNewsletter with Promotion / Coupon Offer
	Event Invitation
	Card - Thank You, Holiday, Special Occasion
	Press Release - Estimated Length:_____(Word Count)
	Other

Mailing Frequency:

	1 - 4 Mailings
	5 - 8 Mailings
	9 - 12 Mailings
	Other_____

Social Media:

	Social Media Share Links + Google+

Reporting and Tracking:

	General Metrics Summary
	Expanded Metrics/Copies of Detailed Reports per Request
	Opens
	Clicks
	Forwards
	Bounces
	Sent List
	Spam Reports
	Opt-Outs
	Evaluate Metrics/Provide Recommendations for Future Mailings

Account Management:

	Level of Administration and Supervision Required by **Profitcom**

Monthly Program Service Fees:

	Program Service Fee + Archive (Houses Photos & Artwork)