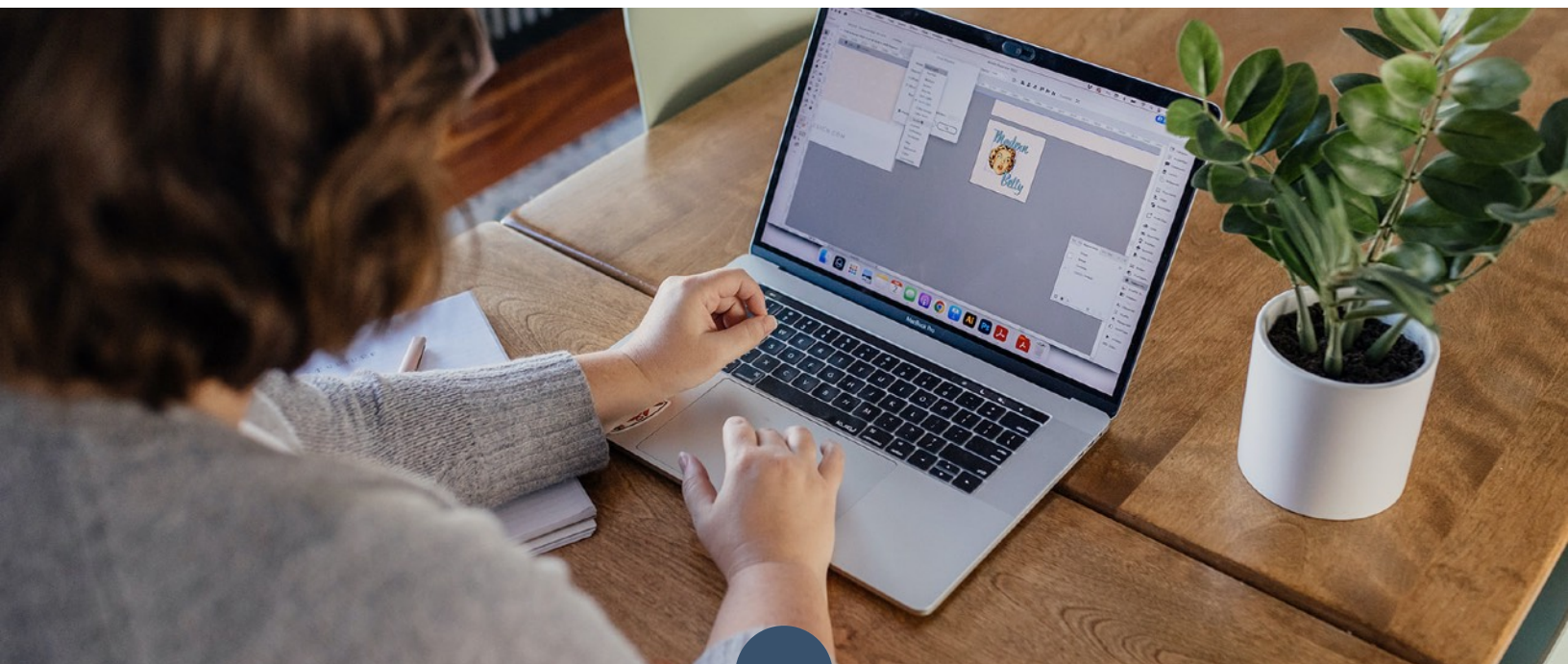# TRUTH & DESIGN

Email Setup Package

2022
2023

What is Email Setup?

Email setup includes the *technical* and *design* work needed to make the systems for email marketing work together.

Setting up your email system requires an email marketing account with a platform like Flodesk or Mailchimp, and access to your website.

In addition to the system, we'll create brand designed templates that you can use to send emails to your list and grow your business.

Package Specifics & What's Included

THE EMAIL SETUP PACKAGE INCLUDES:

- A one hour Zoom strategy session to determine your goals and create our action plan.

- Technical setup of the email tool and your website to grow your list.

- Creation of the email subscription form on your website.

- Cleanup of your existing list or importing of your contacts.

- 2 custom template designs such as a text-based design and a visual/promotional design. Includes one round of revisions for edits.

- Inbox security and compliance checks.

- BONUS! I'll share my Email Marketing Best Practices Guide with you.

A Look at the Timeline

The email set up takes about four business days. Your timeline will vary based on how quickly you can provide feedback and share things like account access. Here is an example of a four day timeline:

DAY ONE

We'll have a Zoom session to review your goals and get clear on how email will best serve you and your audience.

DAY TWO

Once you've set up your new account, or shared your existing account with me, I'll create the technical connections behind the scenes

If you have a list, this is also where we will import that into your new account, or clean up your existing account.

DAY THREE

I'll design two email templates to meet your specific needs. Common examples are a text-heavy newsletter style and an image-heavy quick update style.

These will be sent to you with a video to review and provide your feedback. Feedback is welcome via email, voice memo, or video message!

DAY 4

I'll revise the designs based on your feedback and run them through a compliance check to ensure they won't be considered spam to your audience's mail systems.
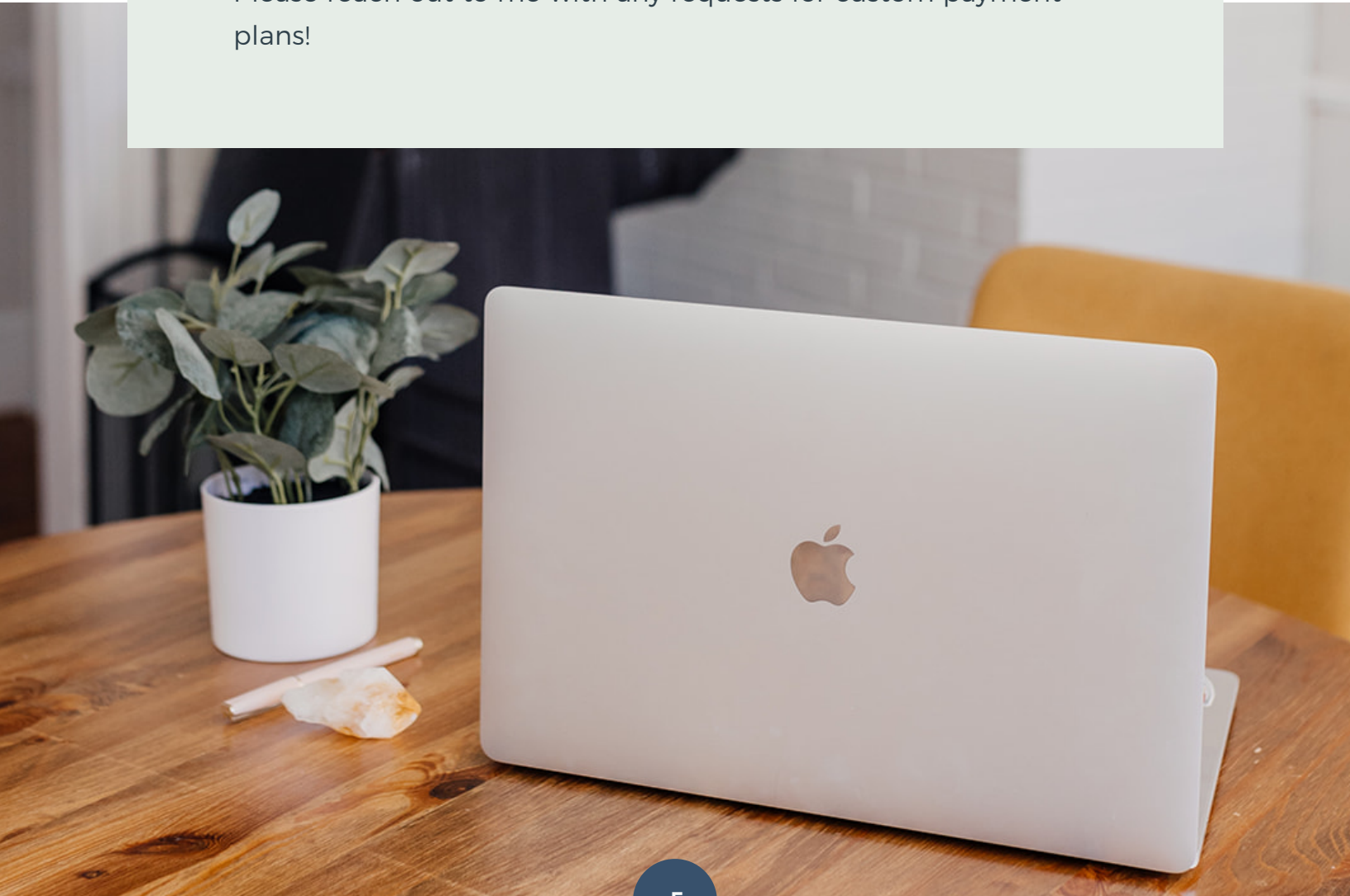
You're good to go! I'll let you know that your designs are ready, and give you a few tips for how to use them moving forward.

Pricing & Other Details

Package Rate : $550

Payment is due in full prior to work being completed.

Please reach out to me with any requests for custom payment plans!

Ready to tackle your email system?

Send me an email at
alison@truthanddesign.com
and we'll get your project on the schedule.

CLARITY ✦ EQUALITY ✦ TRANSPARENCY ✦ HONESTY ✦ KINDNESS

Let's chat!

Please don't hesitate to reach out any time! I'm excited to hear from you and to continue to support you on your journey.

ALISON@TRUTHANDDESIGN.COM
@TRUTHANDDESIGN

Much Love,
Alison

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