

# Email & Business Automation For Startups SMBs & SMEs



Differentiate  Increase Revenue  Reduce Costs  Future Proof  Create Business Value

## WHY EMAIL & BUSINESS AUTOMATION...

Building intimate and value adding conversations with your prospects and clients, via your email list, is essential if you are to be successful in business today. When you do this well, you and your business, will be first and foremost in the minds of your prospects and clients.

Do this poorly, you will be viewed as a spammer with the consequences of your target market switching off permanently!

That's why at The Startup Business, we have designed an Email & Business Automation package in a way to help you grow and scale your business.

## WHAT YOU GET...

We will setup your Mailchimp account, ensuring all compliance requirements are met and the branding is professional. If you have an existing list, we will migrate that to Mailchimp.

We will then create all the opt-in links so that you can start building your email list from your social media and website channels. We will then work with you to design and build the best email campaigns – and manage them for you, saving you time, while being assured your email & business automation is being done the right way.

### The Details...

Setup Your Mailchimp Account <sup>2</sup>	✓	Setup PDFs In Amazon S3 <sup>1</sup>	✓
Setup Your Compliance Requirements	✓	Setup Evergreen Optin 3x Email Sequence	✓
Setup Your Existing List In Mailchimp	✓	Setup Branded Optout Notifications	✓
Setup Your List Segmentation Rules	✓	Provide Overall List Management	✓
Setup Multiple Lists Within Mailchimp	✓	Create 1x Outbound Campaign Per Month	Walk
Setup Your Branded Email Template	✓	Create 2x Outbound Campaign Per Month	Run
Setup Optin Links For Your Website	✓	Create 4x Outbound Campaign Per Month	Sprint
Setup Optin Links For Facebook	✓	Monthly Business Consultation Video Call	✓
Setup Optin Links For Your Landing Pages	✓	24x7 Email Support	✓

<sup>1</sup>Software Or Assets You Do Not Need To Pay For

<sup>2</sup>Software Or Assets You May Need To Pay For

## THE PLATFORMS WE LOVE WORKING WITH...

At The Startup Business, we have identified specific platforms and technologies that we work with all the time – because this helps us to keep up to date, and be able to help you in the best possible way. For Email & Business Automation, these platforms include...



## HOW TO GET STARTED...

In our first Business Consultation, we will show you how to get started the easy way - all we require from you are some basic inputs including... **Branding Style Guidelines, Logos, Images, Call To Action** instructions, **"About You"** Text, your **Key Business Topics & Sub Topics, Key Words & Phrases** (for SEO purposes) and unique **Admin Log-in Access** to existing platforms if you already have them. If you do not have any of these, don't worry, we will help you!

## YOUR INVESTMENT...

<b>Setup</b> <b>\$ 97</b> <small>AUD - Excluding GST</small>	+	<b>Monthly</b> <b>WALK - \$ 197</b> 1 Campaign / Month	<b>RUN - \$297</b> 2 Campaigns / Month	<b>SPRINT - \$ 397</b> 4 Campaigns / Month
		<small>AUD - Excluding GST</small>		

## WHAT OUR CLIENTS SAY...



*"I had never thought of myself as 'a thought leader' so a great thank you, it will be my dream to reach out and help thousands of people now that I have the technology capabilities to do so"*

Fred Juma | Author – A Winning Character | London, England

## ABOUT THE STARTUP BUSINESS...

The Startup Business is the premier business community for The New Economy. It's a place where you can learn how to build a business, connect with experts and get the strategies & tools to set up, scale and sustain your business.

We provide four ways to help you grow and scale your business: **Business & Technology Education, Entrepreneur Mentoring & Coaching, Startup & Business Advisory, and our Automation & Outsourcing** services...

<b>Social Media</b>	<b>Hosted Webinars</b>	<b>Sales Campaigns</b>	<b>Admin &amp; Support</b>
<b>Content Creation</b>	<b>Lead Generation</b>	<b>CRM Solutions</b>	<b>24x7 Call Centre</b>
<b>Email Automation</b>	<b>Sales Funnels</b>	<b>Websites &amp; SEO</b>	<b>AI &amp; Robot Processing</b>

## LIMITED TIME OFFER – COMPLIMENTARY PLANNING CONSULTATION

Meet with our experts to discuss your goals and create your personal implementation plan...

[results@thestartupbusiness.com](mailto:results@thestartupbusiness.com)

The Startup Business

We Help You Grow & Scale, So That You Can Achieve Your Big Goals & Make A Difference

[thestartupbusiness.com](http://thestartupbusiness.com) | [results@thestartupbusiness.com](mailto:results@thestartupbusiness.com) | +61 2 9216 9057

© Copyright 2019 The Business Centre of Excellence Pty Ltd trading as The Startup Business (ABN 34 602 716 058) All Rights Reserved

The Startup Business, The Startup Business logo, among others, are registered trademarks of The Startup Business in Australia and/or other countries. Other product names used in this publication are for identification purposes only and may be trademarks of their respective owners.