



GO Send

get your message read



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+617 3102 3155
info@go1.com.au

AN INTRODUCTION

Allow us to introduce our new email marketing and newsletter platform for clients, **GO Send**. The system is designed with the aim to make it **simple and intuitive to send small to large scale email marketing campaigns**.

You can send templates using one of our free packaged templates, create your own template, or we also offer full custom designed templates. Much like how your website is branded specifically for your business, we wanted to offer the opportunity to brand your email communications through GO Send in an equally tailored fashioned.

With built in delivery, open and read reports (just to name a few), GO Send not only sends your messages, it also provides invaluable feedback on the performance of your campaigns. When coupled with GO Stats it provides a powerful insight into how your customers interact with promotions and news pieces delivered via your email campaigns.

And finally, naturally, we take all the hassle out of sending email campaigns by ensuring that the servers used are **available 24/7** and are constantly monitored to ensure your email campaigns get delivered straight to your distribution list's inboxes.

Welcome to GO Send, your headache-free email campaign system.



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FEATURES

Multiple subscription lists

If you send different material to different groups then you'll be thankful to know that we support multiple subscriber lists. This means you can target your email material to pre-defined groups such as a general 'newsletter' list and perhaps another 'VIP' list.

Integrate with your website, import and export subscribers

No fuss, simple integration on your website. You can even set up (and customise) an automatic reply to new subscribers.

Re-usable templates

General use templates are available for your campaigns at no cost.

Custom built templates available

Need something more specific? A design that stands out from the crowd? Well we can set that up for you too.

Managed service

We also offer a complete managed package where we take care of authoring (copywriting), sending your email campaigns and then providing a written report on the success of the campaign.

Forward to a friend feature

Let your email list members quickly and easily forward the message to a friend, and then track who is passing on your message to their friends.

Automated unsubscribe for CAN SPAM compliance

It's also important that all email campaigns that you send out comply with laws prohibiting unsolicited and unwanted messages. We make this easy.

Simple text editor

You don't need to know how to code in obscure languages to author an email with GO Send. You can even copy paste directly from Microsoft Word and we'll make it compatible.

Maximum compatibility

Outlook, Gmail, Hotmail, Yahoo Mail, Thunderbird, Outlook Express, Apple Mail... the list goes on. GO Send works great in all of these, which is no small feat.

Visual reports and figures, including:

- **Read/Open figures**
- **Bounce reports**
- **Unsubscribe reports**
- **Link click tracking**



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We love pie and bar graphs too.

Designed for maximum deliverability to Hotmail, Gmail and Yahoo mail

Not only will your emails look great on these platforms, but GO Send is setup to ensure that your email is not incorrectly labelled as junk.

Data security

We fiercely protect your mailing lists, and your subscriber's email addresses are locked up and secure.



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PRICING OPTIONS

It isn't cheap maintaining GO Send and physically conveying the email campaigns, but we have tried to ensure that our costs are as competitive as they come.

We also won't force you onto a fixed contract. If you don't plan on sending using GO Send for any period just let us know in advance and there won't be any charge.

Volume per month	Cost per email sent (exc. GST)
Under 10,000	\$0.02
10,000 – 25,000	\$0.015
Over 25,000	\$0.01

That means if you have a distribution list with 500 subscribers and you send fortnightly emails it will cost \$20/month. For volumes under 500 emails per month we charge a flat fee of \$10/month.

You can get started with a **free trial** straight away. Just email us at support@go1.com.au or call us on 07 3102 3155.

OTHER OPTIONS

Custom template designs are available from a once-off \$150.

We also offer **fully managed email campaign solutions** where we can author (or proof) your content and send the campaign for you in a custom-designed. A week after delivery we will then send you a report detailing the campaign's performance and how this can be used to make future mail outs more successful. This option works particularly well if you are also receiving full reports on your website's usage and visitor trends. Again pricing is on a per project basis, but starts from \$40/campaign.



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QUESTIONS? WE HAVE ANSWERS

If you have any queries regarding GO Send please do not hesitate to get in touch with us.

We are also happy to arrange a demonstration of GO Send at your next website appointment, however we are unfortunately unable to organise for personal visits purely to demo the GO Send product and instead suggest using a free trial account (available on request).

Our details are:

Phone: +617 3102 3155

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Underwood 4119

We look forward to introducing you to GO Send soon!

The GO1 Team