

EMAIL MARKETING SUPPORT SERVICES



Support your brand messages and customer communications with an arsenal of relevant and easy-to-manage mix of email, social media and traditional communications. Cross Financial has a simple solution for creating, managing and evaluating your email marketing. Use the system to replace or supplement your current email communications and combine the marketing and communication expertise of Cross Financial with the email solutions offered by Constant Contact.

LEVERAGE THE PARTNERSHIP

Cross Financial has a partnership with Constant Contact that provides banks with a turnkey system for email marketing. The system provides discounts from regular Constant Contact pricing and specialized design support. We'll help you build and manage your email database, design your email design templates, assist with copy writing, and create measurements to assess your email performance.

Cross Financial email marketing services are a perfect solution to manage your email communications. We will help from start to finish. The following deliverables are included with account set-up.

- Email account set-up
- Customer email list integration
- Design an email template branded for your institution
- Complete account administration support
- Discounts on standard Constant Contact pricing
- Pricing varies based on number of email contacts
- Initial user training in Constant Contact system

Account Set-up: Getting Started\$1,725

CONSTANT CONTACT MONTHLY SERVICE

Constant Contact pricing ranges between \$35 and \$275 based on the number of email contacts managed each month. Our partnership with Constant Contact gives you access to discounts.

- 20% Constant Contact discount on monthly payment program
- 30% Constant Contact discount on 6 month prepayment program
- 40% Constant Contact discount on annual prepayment program

Start your partnership account and challenge our experts to improve your email marketing.

OPTIONAL SUPPORT SERVICES

Monthly Account Administration\$500

- Performance analysis - open, click-through, and unsubscribe statistics
- Scheduling future email campaigns
- Contact and list group maintenance and coding

Creative and Design Services\$525 per email

- Design of email ready for review, approval, and distribution

“Get closer than ever
to your customers.
So close that you
tell them what they
need well before they
realize it themselves.”

STEVE JOBS

Visit the Constant Contact website for more plan and pricing information.



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