



## E-marketing Programs & Software for Build Texas Network Members

With the best of email service providers, unless you are an expert, you still have to wade through the rhetoric to be CAN-SPAM compliant, design emails (even with excellent templates) that will make it to the inbox, and manage your data to get the best results. What if you could have construction industry e-marketing experts write, design, plan and execute your email campaigns to maximize your results? What if the money you spent went towards that expertise instead of a per email fee? As a Build Texas Network member, specifically a Texas construction industry professional and/or supplier, Build Texas Media will create and produce your email campaigns with one of two programs that you can use as many times as you need that include:

- Professional, customized newsletter/relationship-building and/or sales email campaign creation
- Emails designed and tested to make it to the inbox
- CAN-SPAM compliance
- Professional data management
- Lead generation/opt-in forms
- Online surveys
- Tracking & reporting
- Test campaigns
- Email software with detailed metrics so you can make more informed decisions
- Triggers and autoresponders for improving results and tracking
- Up to 100,000 sends per month - per send rates apply for your list size on each send over 100,000 in a month (per send pricing next page)
- Your own password-protected business email account powered by Build Texas Media
- Up to 25MB image storage
- Archiving of your emails/newsletters

### Program 1: Full Service - Six-month Intense Email Marketing

1. All bulleted points above plus up to three custom email campaigns per month for six months
2. \$395.00 set up - \$995.00 per month for six months
3. At the end of six months, you will have a business email account you can continue to use on your own that includes the customized templates we created plus access to many more with the software available for your use at the rates available for the individual business email account. Rates are exclusive to Build Texas Network members and are the lowest rates across the major email service providers in business today.

### Program 2: 90-day Fast Track Plan

1. All bulleted points above plus two custom email campaigns per month
2. \$395.00 set up - \$795.00 per month for three months
3. At the end of 90 days, you will have a business email account you can continue to use on your own that includes the customized templates we created plus access to many more with the software available for your use at the rates available for the individual business email account. Rates are exclusive to Build Texas Network members and are the lowest rates across the major email service providers in business today.

### Individual Business Email Account Powered by Build Texas Media

1. With built-in software help and our technical assistance available for one year, you have the ability to accomplish all the bulleted points above using our email software.
2. \$395.00 set up includes opt-in forms and initial uploading of your data - pricing based on your monthly send total outlined on the next page.



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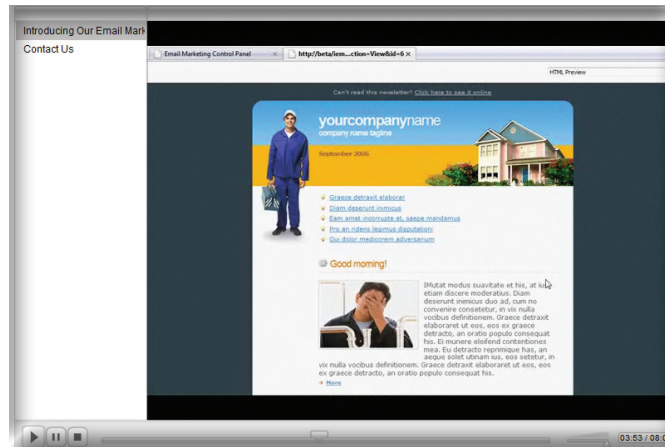
Sends Per Month	Monthly Fee	Breakdown Per Send
up to 500	\$ 6.25	.0125
501 - 2000	\$ 23.00	.0115
2,001 - 4000	\$ 36.00	.009
4,001 - 8,000	\$ 60.00	.0075
8,001 - 16,000	\$ 96.00	.006
16,001 - 25,000	\$122.50	.0049
25,001 - 40,000	\$160.00	.004
40,001 - 60,000	\$210.00	.0035
60,001 - 75,000	\$225.00	.003
75,001 - 100,000	\$250.00	.0025

### Per send rates for the most popular email service providers:

Constant Contact:	.03 to .006
Vertical Response:	.02 to .006
Streamsend:	.01
Campaigner:	.01
Mail Chimp:	.02
Bronto:	.0042 with annual payment
Benchmark:	.016
MyEmma:	.03
Boomerang:	.02 to .007
JangoMail:	.03 to .01

### Watch a Demo of Our Email Software:

<http://www.buildtexasnetwork.com/demos/EmailMarketingSoftwareDemo.html>



### Social Media Marketing (New Media)

The fundamental difference between social media or New Media, *new technology and platforms pop up daily in the online communication world*, and traditional advertising or public relations is the ability to have a dialogue with your customers in a realtime environment. With all the Web 2.0 applications out there, how can you know what is useful and what's a waste of time? We can help you figure out how to build and utilize the applications likely to give your business the greatest ROI. We're always keeping tabs on the latest in Web 2.0 trends and technology, so we filter out the "buzz" and find the applications that are truly useful when it comes to social media or New Media marketing.

There are a variety of ways that we can implement this New Media for your business. With an ever-growing list of tools available like blogs, online surveys, UStream, Foursquare, Gowalla, My Town, Live Stream, Twitter, Facebook and YouTube, we work to establish which technology or platform works best for your business.

Our philosophy is simple, because you know your clients, services and products better than anyone, we require participation from a company employee who holds or represents a high-level position in your organization. Our New Media strategies include training and participation from our clients. The best-fit platforms, set-up, maintenance and client training are all elements of our New Media programs. Multi-channel marketing with email and New Media applications will put your business in the phenomenal world of viral marketing that simply builds business.

Call or Email Today. We Are Into Building...Business.

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