

A person wearing a blue dress and blue jeans is sitting on a white sofa. A silver laptop is open on their lap, and their hands are on the keyboard. The background is a plain white wall.

Kribbs

uniting
brand &
personality,
by design.

email campaigns made easy...

why?

It delivers results -

Email marketing returns more than double the average return for other forms of online marketing and more than 6 times the return from print.*
Emails are a great way to keep in touch with customers.

It's cost effective -

While the cost of actually designing your email creative is comparable to direct mail, the big savings start when you consider there are no printing costs and you can get your message delivered for just 2p per recipient.

It's immediate -

Email generates an immediate response, instead of waiting for a customer to visit your site you can get your message to them when it counts.

It's relevant -

Email makes it easy to segment your subscribers using a variety of criteria like demographics and past campaign behaviour (such as clicking a certain link). This way you can ensure your message goes to the individuals most likely to be interested in your offer.

It's completely measurable -

More than any other form of marketing, email can provide actionable data on the results it generates. Keep track of who opened your email and when, what topics they were interested in.

*(Based on research conducted by the Direct Marketing Association)

create

01

**we design a fully branded
template and you edit
with your content using
our simple authoring tools**

create and send great looking emails

we like to keep things simple here at knibbs, with our easy to use tools you can quickly add your own content, select the campaign recipients, and schedule the delivery.

01



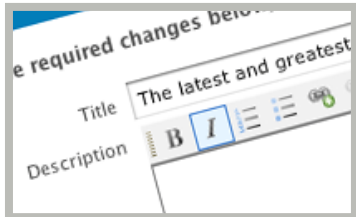
Pick a template, any template

We can supply a selection of email templates for you. You might require a template for product offers, client sectors and another for a monthly newsletter - it's completely up to you. Once setup you simply select which template you'd like to use and add your content accordingly.



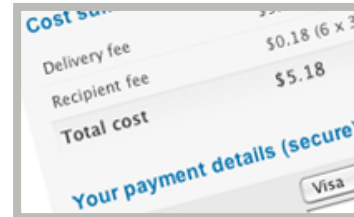
Send now or schedule for later

Once you're happy with the email, you can send yourself a test version to review your handiwork, then send it out to your recipients immediately or schedule it for delivery at another time. This way you can build your campaigns in advance and schedule them for delivery tomorrow, next month or any time in between.



Preview the email as you build it

Our live editor allows you to see your email take shape as you build it. You can add your own text and images to your template and even change the order any items might appear. The moment you add your own content we'll automatically save a draft so you can come back and finish it later if you run out of time.



Only pay when you send a campaign

Our unique pricing model means that you never pay any monthly or hidden fees and you only pay when you're actually sending a campaign. Testing a campaign is of course free!



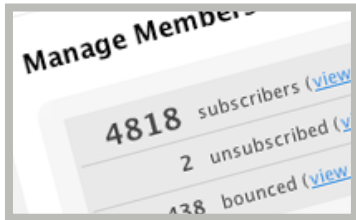
Complete sender control

You can use your own 'from name' and email address, so the email received always looks like it comes from you. In addition you can also select your own subject heading and which email address any replies should be forwarded to. We take all the messy work out of the equation by processing any bounces and unsubscribes automatically.

**easily add your contacts,
manage your recipient lists
and send your own campaigns**

subscriber management

managing your own subscriber base is no longer a headache. Adding and removing recipients takes seconds and you don't have to worry about the nasty stuff like bounces and unsubscribe requests as we handle all that for you automatically!



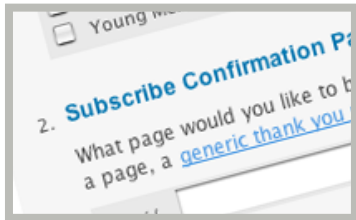
List management made easy

We've designed our interface to help you get the most common things done fast. Adding a new subscriber, removing an old one and viewing new subscribers are all just a click away.



Simple import and export

Our importing tool walks you through the process of importing an existing list from almost any source. We automatically remove duplicates for you and even remember who unsubscribed and bounced - removing any risk of annoying your subscribers with potential unwanted messages.



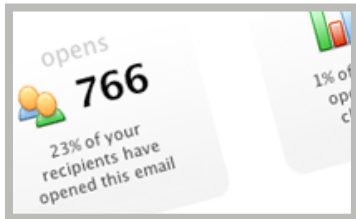
Subscribe and Unsubscribe forms

A great way to capture new subscribers is through a subscribe form on your website. This is as easy as copying and pasting some code. You can even customize any landing pages so the entire subscribe process stays on your site. Get in touch if we can help you with this ok!

watch in real time as people open your email and click on your links. See exactly what they are doing.

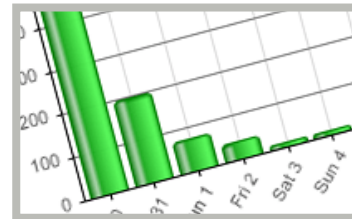
useful, elegant reports

our simple reports make it easy for you to check out the stats that matter. See who opened your email, who clicked a link and much more. Your reports are updated in real time so you always know the latest.



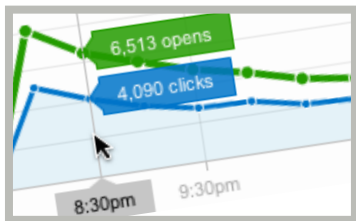
Simple campaign snapshot

All the important details like how many recipients opened, how many clicked a link and how many unsubscribed are all viewable from our simple “campaign snapshot”. We’ve designed our reports so even if you’re new to email marketing you can evaluate the results of your campaigns easily.



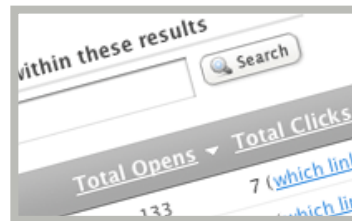
Who are my most interested subscribers?

Our “opens over time” report makes it so easy to see who opened your email and when. You can even check out how many times each recipient opened it to find out who your most interested subscribers are. You can also drill down to a minute by minute account of who checked out your email.



Who clicked a link?

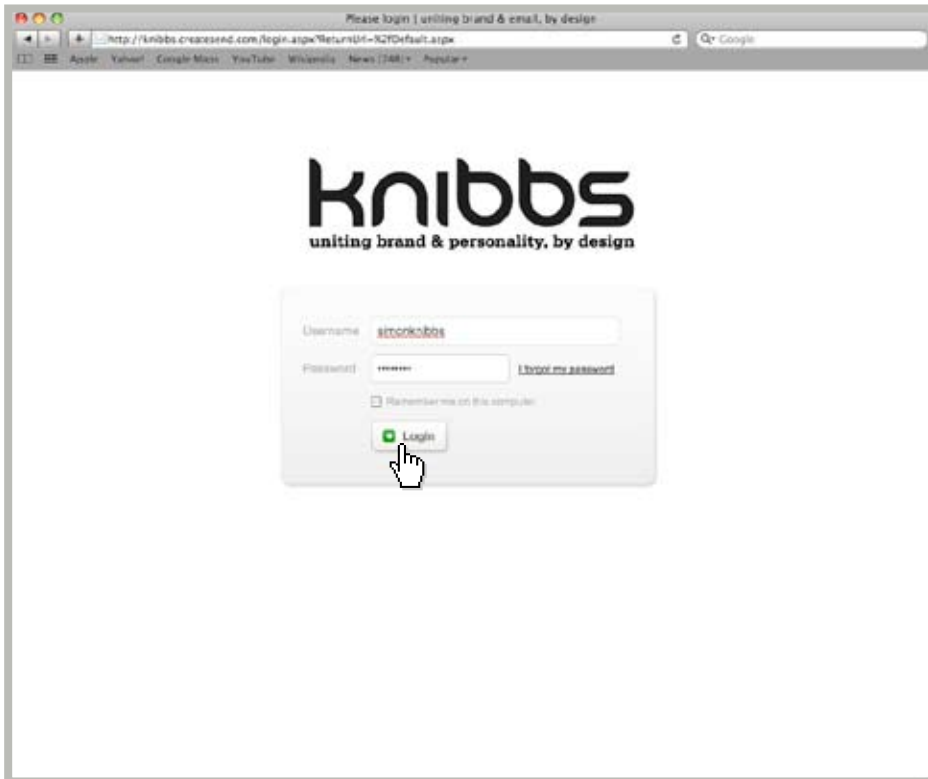
Our “link activity” report makes it easy to see which links in your email were most popular, as well as which recipients clicked them. This makes it so easy for you to identify what your recipients are interested in, and it gives you the opportunity to follow up on more qualified leads.



Right down to the nitty gritty

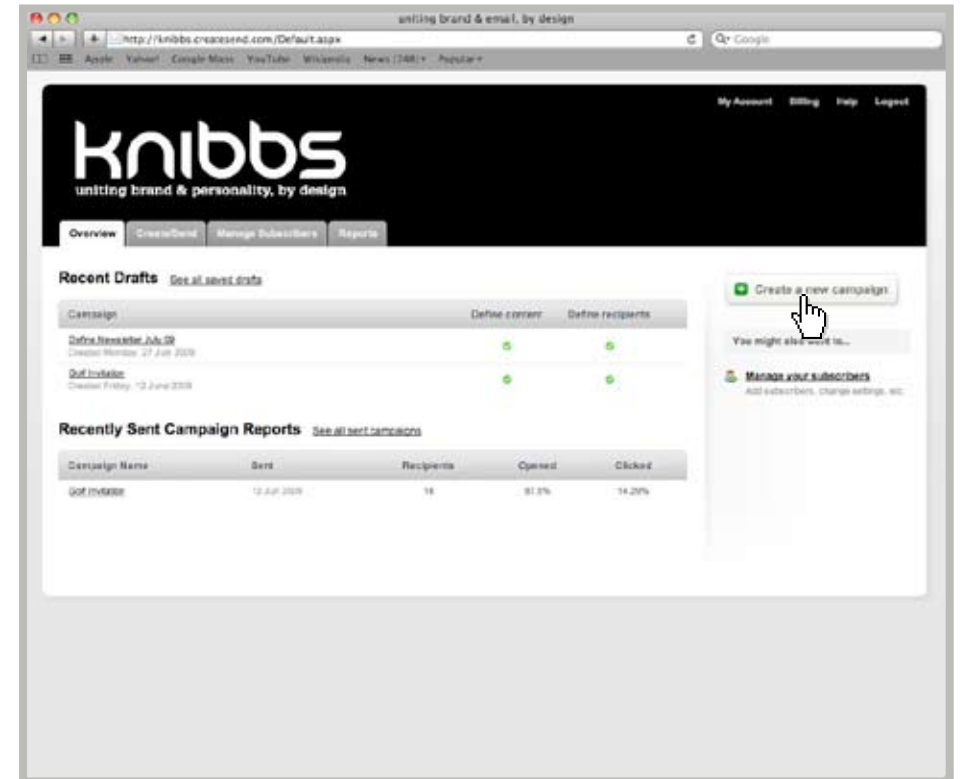
Our “recipient activity” report lets you analyse some serious detail on your campaign. Easily see who opened, who clicked, who bounced, and who unsubscribed. You can even search for a specific subscriber to see exactly what they did with your email.

ok, so exactly how easy is it to actually use? Here is a step by step guide to help you through.



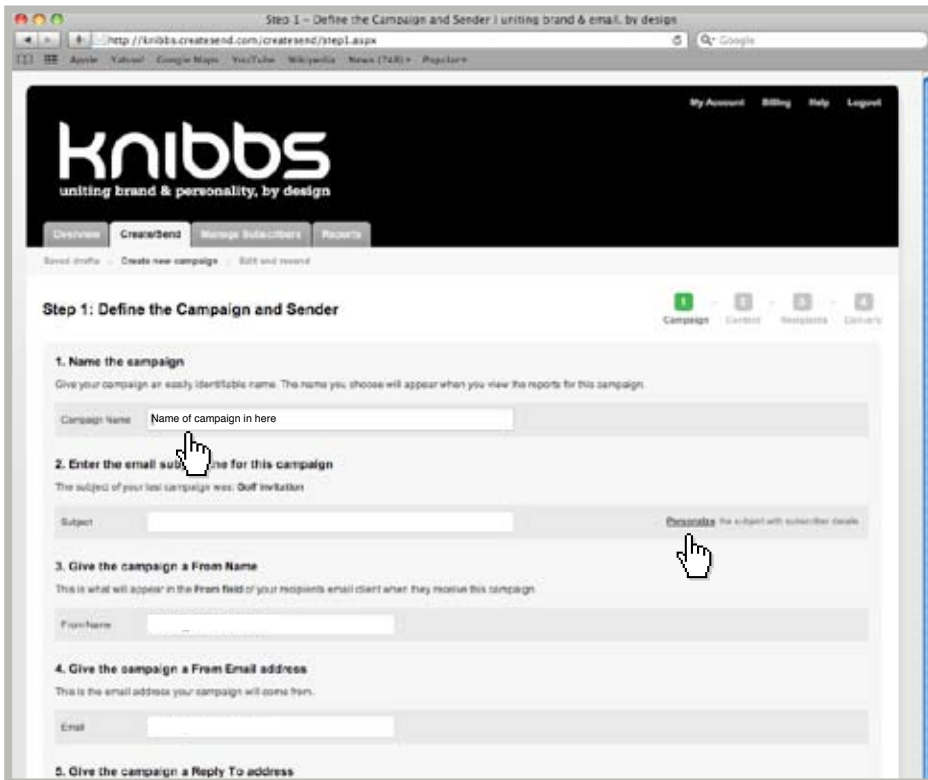
Step 1: Login

Go to knibbs.createsend.com and enter your unique username and password agreed with knibbs on setup.



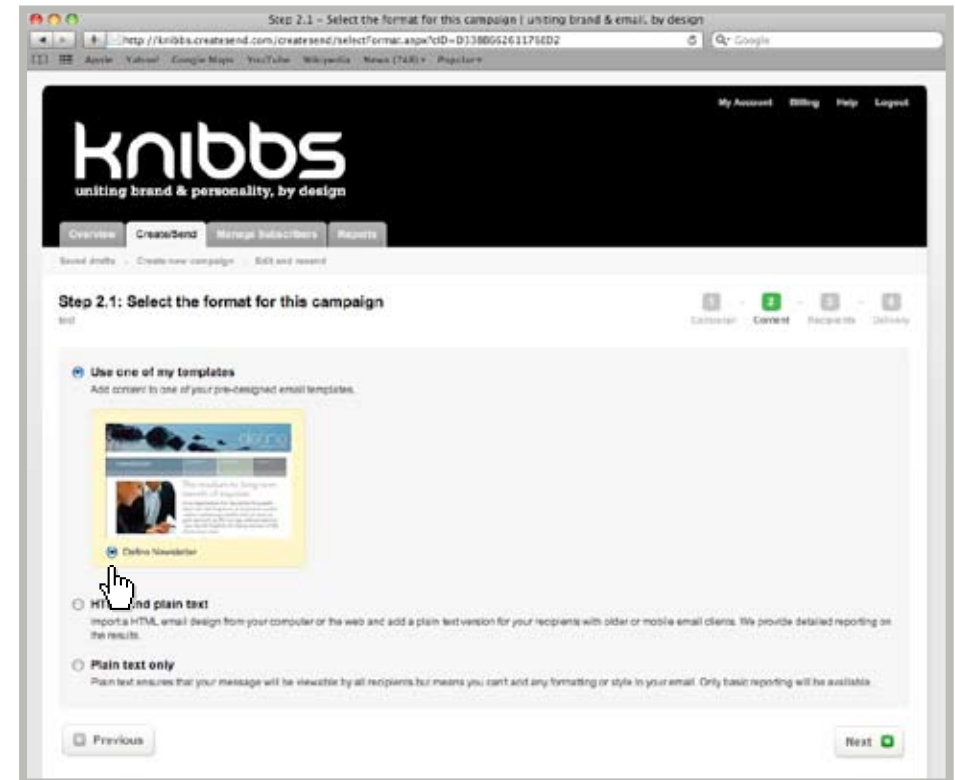
Step 2: Create a new campaign

Within your user interface it is possible to view previous campaigns and any drafts you may have created already. Click '**Create a new campaign**' to start a brand new campaign.



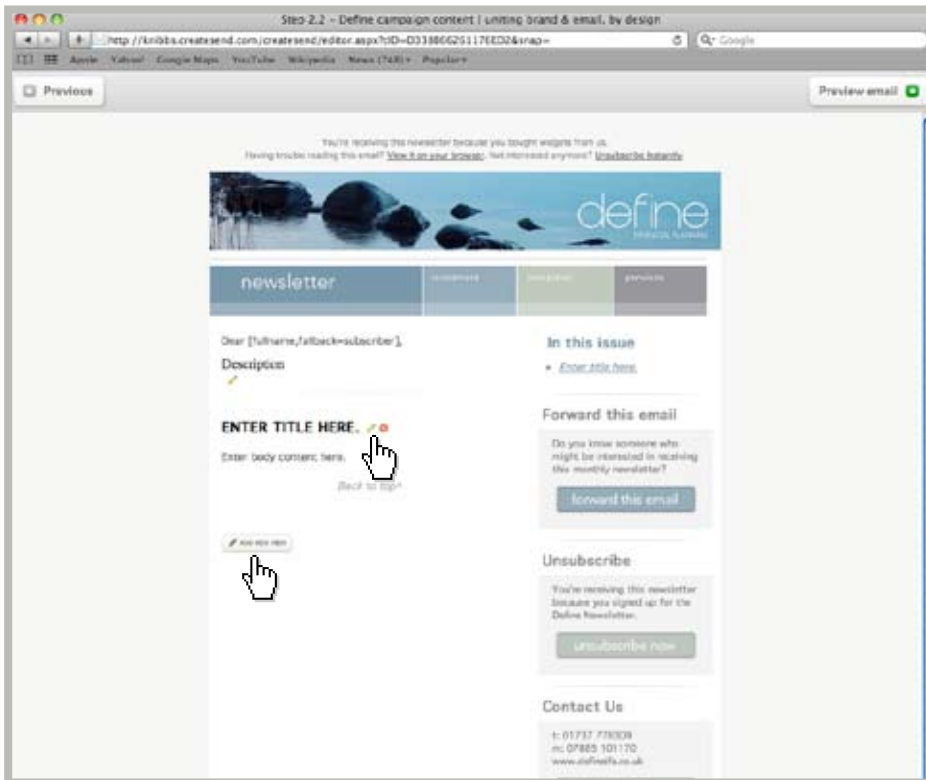
Step 3: Define the campaign and sender

Name your campaign and insert what you would like your recipients to see in the subject field. Also add your details name and reply details. You can also personalise your emails so that the name of each recipient appears in the body of your emails in your chosen format; i.e. Dear/Hi/Hello Simon, Dear/Hi/Hello Mr Knibbs, Dear/Hi/Hello Simon Knibbs.



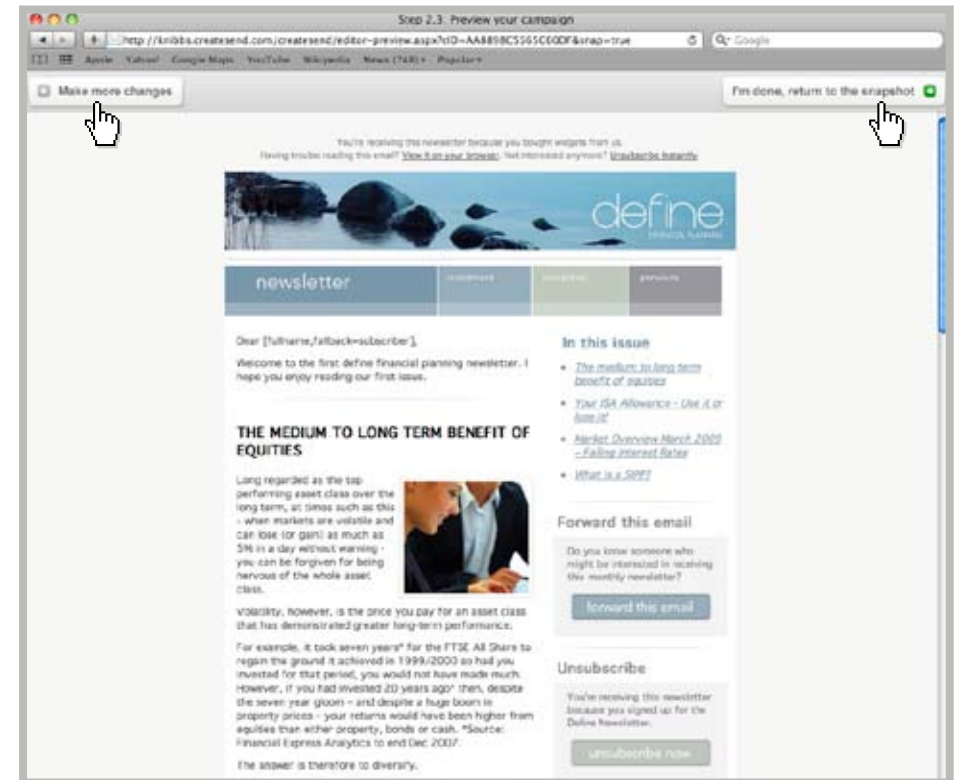
Step 4: Choose a pre-designed template

On consultation knibbs will create a branded template for your campaign. There are 2 options - a generic branded template that you can use across all of your campaigns or a bespoke template tailored to a reflect a unique campaign, the choice is yours.



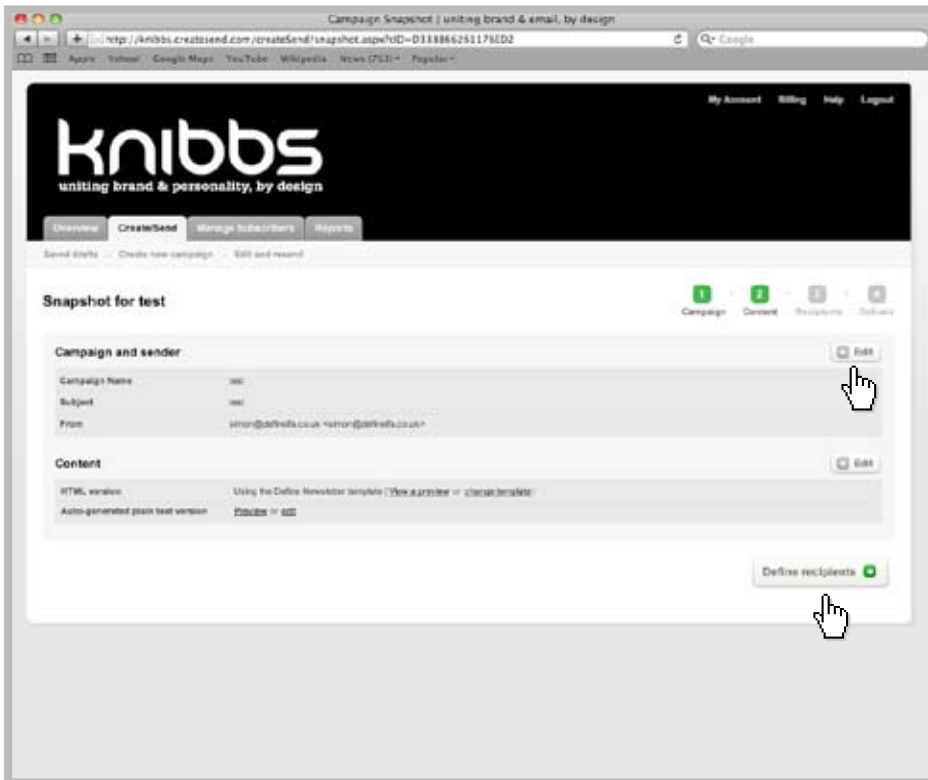
Step 5: Start adding your own content

Using the pre-determined template structure you can simply add your text, including images and links where necessary. Click on the icons to add text and follow the instructions on screen.



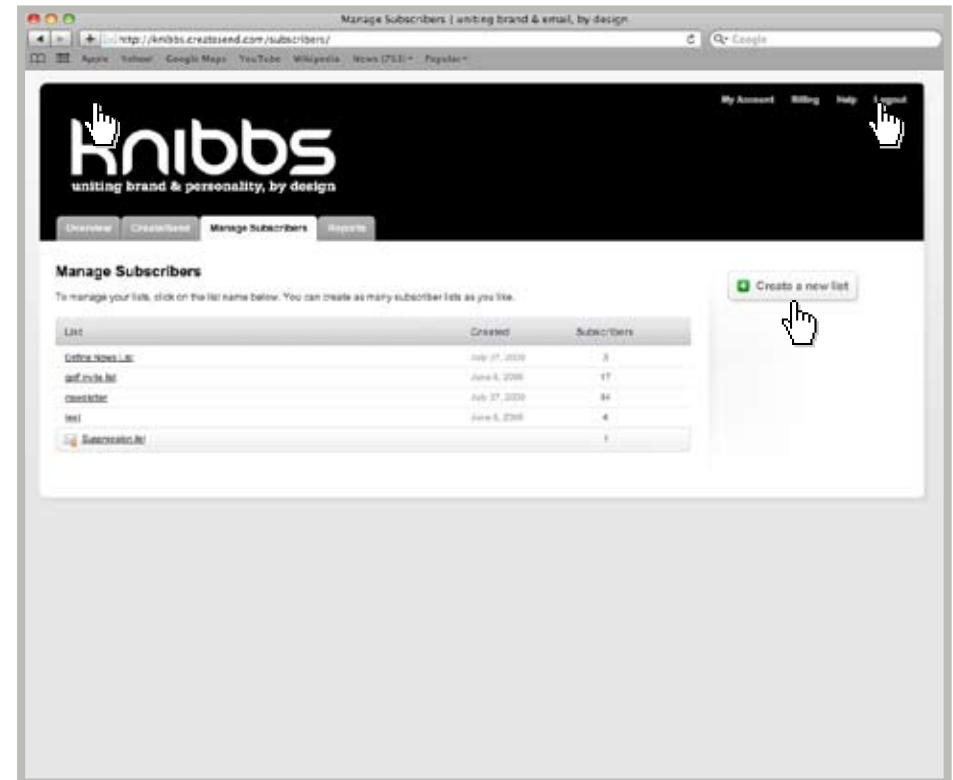
Step 6: Preview email

Throughout the process you can preview the email and make corrections where necessary. Click **'I'm done, return to snapshot'** when you are happy with your campaign.



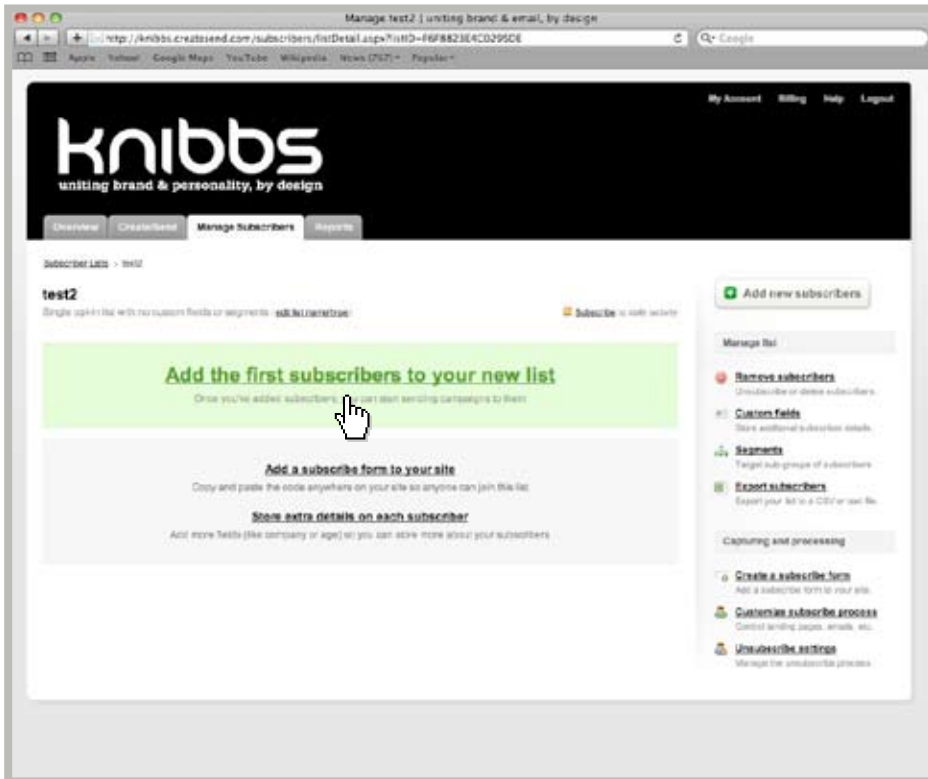
Step 7: Add your recipient list

Now you can add your recipients details, click **'Define recipients'**



Step 8: Manage your subscribers

You can set up new lists or use existing subscribers already set up for a previous campaign (Please note that you need permission to send emails - refer to guidelines at the back of this document)



How do I import subscribers from a file?

Select the “Importing from a file” tab. Your subscribers must adhere to our strict permission policy. If you cannot adhere to the 3 list requirements on this page, you cannot import that list into your account. If your list does meet all requirements, check each requirement and click the “Proceed with the import” button.



Click the “Browse” button and browse to the location of the Subscriber text file on your computer or network. After you have selected the file, click the “Import these Subscribers” button.



If your file is in the correct format (.txt or .csv), you will be asked to match the columns in your file with your Subscriber List fields. You can even create new custom fields for your list for each column as you go. Once you’re done, click the “Next >” button.

If any errors were found in your file, you will be presented with the Subscriber Import Report, which displays all of the errors founds and gives you the option of either fixing each invalid email address, or ignoring them. If you choose to fix them, you can do so from within your account.

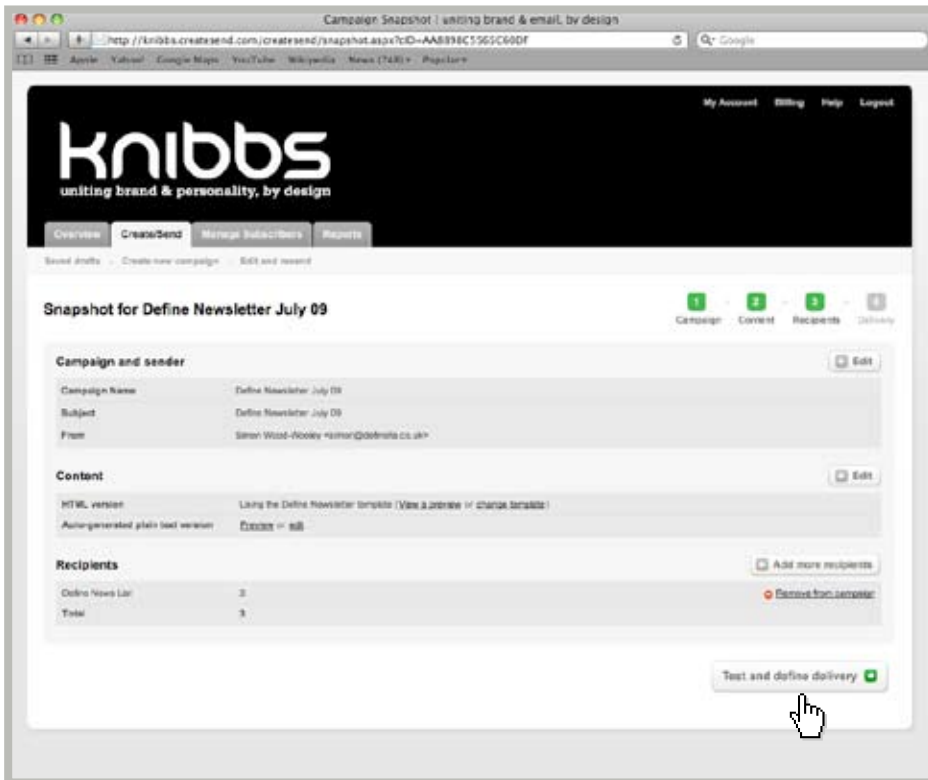
Step 9: Add a new list

You can input your subscribers manually or by importing a CSV file direct from your email application. Provided you have obtained the correct permission from your subscribers, importing your subscriber list into your account is a really simple and straight-forward process. To get started, your subscribers need to be in a comma or tab delimited text file. This is a standard format for storing data and is supported by most applications, including Microsoft Excel, Microsoft Outlook, Outlook Express, ACT! and GoldMine.

Here’s an example of the way a CSV (Comma Separated Values) file needs to be formatted before importing it into your account:

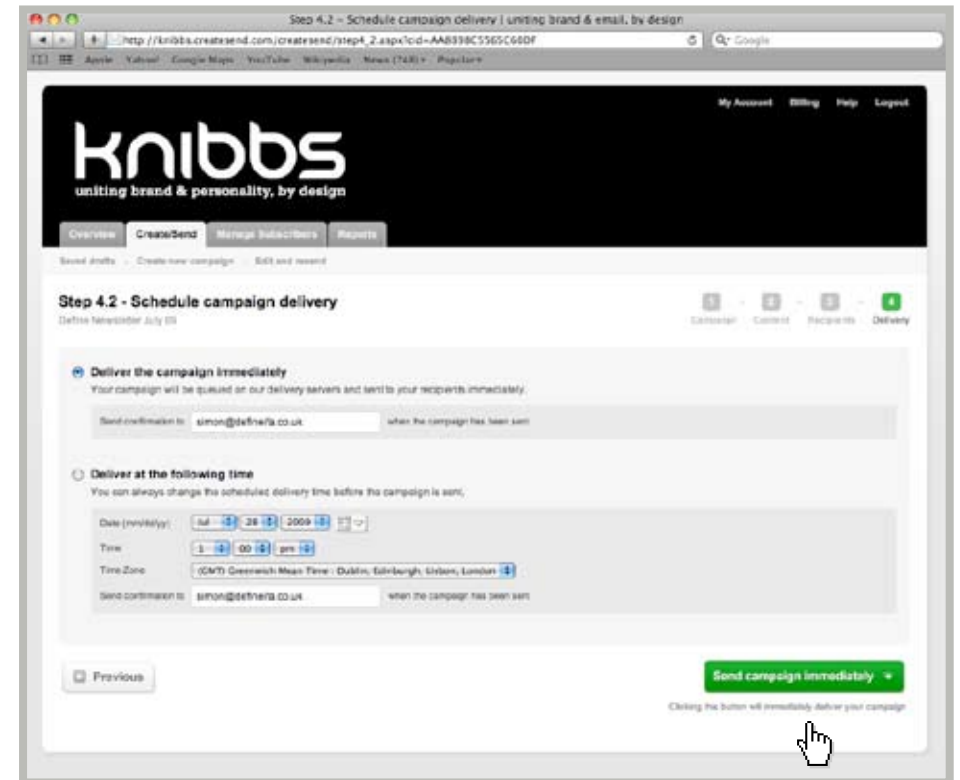
Ren Stichardson, rens@knibblets.com, Surfing
 Sharon Greiner, sharong@knibblets.com, Skateboarding
 Joseph Hockey, joeh@knibblets.com, Reading

Each field is separated by a comma, and each subscriber is on a new line.



Step 10: Test your campaign

Most email clients will display your email design differently, always send yourself a few tests before scheduling the final campaign.



Step 11: Schedule campaign delivery

Nearly there, decide when you would like your campaign to be sent out to your recipient list. You can schedule specific days and times, enabling you to set up well in advance.



Campaign reports at a glance

The campaign snapshot lets you see how your subscribers are interacting with your campaign from the moment it's sent (reload junkies be warned). At a glance you can see who's opening, clicking links, forwarding to friends, bouncing out, unsubscribing and more. From this top level you can zoom into any level of detail on each aspect of your results.

The Link Activity Report makes it easy to see which parts of your campaign and your subscribers are interested in. You can dig in to see which subscribers clicked a specific link, and easily export that valuable data out of your account.

By comparing stats like opens, clicks, bounces, unsubscribes and even spam complaints across multiple campaigns, you can quickly see what content your subscribers find relevant, and just as importantly, what they don't.

Step 12: Reporting and analytics

From the moment your campaign is sent you have access to a range of reports that show you exactly how your subscribers are interacting with it. See who is opening it, what parts of the campaign they are interested in, who forwarded it on to a friend, unsubscribed, bounced out or even marked it as spam.

This innovative package provides a comprehensive set of real-time reports allowing you to accurately measure the effectiveness of every campaign you send. It goes beyond opens and link clicks and measure your campaign related sales, conversions and ROI.

cost

05

**no setup, monthly or annual
fees - just pay for what you use!**

knibbs email campaign packages

Our pricing structure couldn't be more simple. There are no monthly fees and no hidden fees - just the initial setup cost and then a low campaign delivery fee.

05

Email fee

**2p per recipient
+ £5 campaign fee**

Example: You send 1000 emails
- cost will be £5 plus 1000 x 2p
= £25 in total

Branded Universal Template

£250

Can be used for all campaigns

Branded Bespoke Template

£750

Designed specifically to
reflect more creatively your
unique campaign objectives

by far the most important aspect of email marketing is the concept of permission.

why do I need permission?

Sending people unsolicited email, commercial or otherwise, is against the law in many countries worldwide. Besides that, wouldn't you rather be talking to people who you know are interested in what you have to say?

who can I send email to?

People who have specifically signed up through your website
For example, by ticking a checkbox (not checked by default) on your signup or sales form.

People who completed offline forms & indicated they wanted to be emailed
Eg: By filling in a competition or survey form where they specifically agree to receive email.

People who gave you their business card and asked to receive email
If someone gives you their business card and you have also explained to them that you will be in touch by email, you can contact them.

They purchased something off you in the last 2 years
By making a purchase from you they have provided their permission implicitly, although it is much better to explicitly ask them.



who can't I send email to?

Anybody that is not covered by the list opposite!
Here are some examples:

Lists or email addresses received from a third party Includes any list you bought or rented, got from a partner or membership organization. No matter the claims of the source of this list, you cannot send email to them.

Addresses you collected or "copy & pasted" from the Internet
Even if they look like ideal customers for you, you can't email someone just because you found their address.

Addresses you haven't emailed in the last 2 years
Permission doesn't age well. Even if you got their permission legitimately, they won't remember giving it to you. If you haven't sent something to that address in the last 2 years, you can't start now.



“The email software is working SOOOOO WELL!”

“Best thing I ever did!”

“Just thought you’d be interested to know our event was FANTASTIC on Friday – our best turnout ever! I can only put this down to my email shots and boy, have I done some email shots!!!!”

“For a small business needing to keep in contact with many people and indeed to constantly generate new business, the software is fantastic. It looks so professional and appealing and the reporting side of things is excellent, seeing how many emails were opened, links clicked etc. You can see what’s appealing to clients/potential clients and where you need to focus your marketing.”

**get results from your
email campaigns...**

contact Simon on 01737 226600