



## Say hello to Emma, the Web's most stylish email marketing service.

An important part of any organization's communications plan, email marketing helps retain customers, keep members informed, increase sales, fill seats, raise brand visibility and grow your business. Email is faster and more affordable than traditional print mail, and, by some measures, it offers the best return on investment (about \$43 per dollar spent, according to the Direct Marketing Association) of any marketing channel.

But to work, email has to be done well. That means clear, compelling content and a professional, branded email design. It means personalized, relevant campaigns and sophisticated delivery. And it means results that you can easily track and apply to future mailings. There's a lot to consider along the way.

Fortunately, there's Emma. We're here to help you manage all those aspects of your email marketing strategy with more style and ease than ever before. That's because we've taken a unique approach to email marketing software. We think it should be simple to use, with thoughtful features and an uncluttered interface. We think it should be made for you, with custom brand design that stands out from the pre-fab templates of the world. And it should even be personal, with exceptional customer service and a company you feel good about partnering with.

It's all about email marketing in style, and it's why more than 30,000 small and midsize businesses, non-profits and agencies have chosen Emma to power their email newsletters, surveys and campaigns. And we'd love to help you, too.

### Ready to get started?

Talk to an Emma expert at [www.myemma.com/get-started](http://www.myemma.com/get-started)

### Have a question?

Call us at 800.595.4401

We're here 8:30 - 5:30 CST, Monday - Friday

## Simple, sophisticated features make work less, well, work-like.

Every Emma account comes with a full set of features to simplify the way you communicate with your customers. They're designed with small and midsize organizations in mind, so while they'll help you do powerful things for your marketing, they won't require any technical kung-fu (or any kind of kung-fu, really). Oh, and they're all packaged up in style with an easy-to-understand interface that'll save you time and frustration.

- ▶ **Stylish, intuitive screens**  
Emma's interface is open, inviting and easy to understand.
- ▶ **A smart campaign editor**  
Anyone can create html works of art.
- ▶ **Custom email design**  
We'll create a professional email template just for you.
- ▶ **Surveys & forms**  
Get to know your audience with stylish, easy-to-use surveys and forms.
- ▶ **Social sharing**  
See how your subscribers are sharing your emails on popular social networks.
- ▶ **Create your own database**  
Use as many fields as you like to collect and store data, including custom fields.
- ▶ **Search & segment**  
Find people quickly by ZIP code, response history and more.
- ▶ **Easy list import**  
We'll automatically de-dupe your list for you.
- ▶ **Connect to Salesforce.com**  
Import and send to your Salesforce.com contacts, right from Emma.
- ▶ **No-fuss member management**  
Your subscribers can opt out or update their own subscriptions from every email.
- ▶ **Unlimited signup screens**  
It's easy for people to join your list from your website.
- ▶ **Proof before you send**  
Double-check your email's links, content and more with one click.
- ▶ **Send whenever you want**  
Send any time of day or night, or schedule your send-off in advance.
- ▶ **Sophisticated delivery**  
Our expertly built delivery network makes sure your emails arrive in the inbox.
- ▶ **Real-time response tracking**  
Watch as people open, click, share and more, as it happens.
- ▶ **Interactive charts**  
See at a glance how your email results improve over time.
- ▶ **Campaign archiving**  
Any email you send comes with a free online version for easy publishing.
- ▶ **Personalization**  
Customize any email with information you're storing about your subscribers.
- ▶ **Welcome emails**  
Greet new subscribers with an automatic welcome note or series.
- ▶ **Birthday & event notes**  
Trigger emails before, on or after any big day.
- ▶ **Survey follow-ups**  
Automatically send an email whenever someone takes an Emma survey.
- ▶ **Mac & PC friendly**  
On a Mac? Great. Emma works there, too.
- ▶ **Help when you need it**  
Friendly, personal email and phone support for all.

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## One-of-a-kind email design makes you look good.

Every Emma account starts with a one-time design fee covering the creation of hand-crafted email brand stationery that frames the content you add. Bid adieu to HTML code death matches and pre-fab templates that umpteen other companies use. With an investment in custom-designed stationery, your emails will fit in seamlessly with the rest of your brand and impress your subscribers.

### First, choose your design and setup.

	<h3>Studio Design</h3> <p><b>\$99</b></p>	<p>Pair our menu of designer elements with your logo, brand colors and style.</p>
	<h3>Concierge Design</h3> <p><b>\$249</b></p>	<p>Work one-on-one with an Emma designer for hand-crafted stationery.</p>
	<h3>Design Suite</h3> <p><b>\$399</b></p>	<p>Highlight different messages or seasons with a set of 3 custom stationery.</p>

- ▶ Need to offer email marketing to your clients, departments or franchises? Ask us about collaborative Emma account types.

### Then, choose your monthly email plan.

Monthly emails & unlimited surveys	Monthly cost	Non-profit monthly cost
1,000	\$30	\$24
2,500	\$45	\$36
5,000	\$70	\$56
7,500	\$100	\$80
10,000	\$125	\$100
17,500	\$170	\$136
25,000	\$210	\$168
37,500	\$280	\$224
50,000	\$350	\$280
75,000	\$480	\$384
100,000+	Custom	Custom

### How is Emma's pricing different?

- ▶ Pay nothing more for Surveys & Forms or other account extras
- ▶ Adjust your plan at any time
- ▶ Go month-to-month, with no annual contract
- ▶ Save 10% when you sign up for a year
- ▶ Are you a non-profit? Lovely. You'll automatically save 20% on everything you do – no annual contract required.

### Send email, save trees.

When you join Emma, we'll plant five of these guys on your behalf. Learn more about how we give back at [www.myemma.com/emmagivesback](http://www.myemma.com/emmagivesback)



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## An email marketing service that's actually a service.

Emma is not just software. It's a service, staffed by friendly, helpful people who are here to help you on your way to email marketing greatness. When you partner with Emma, you have people who help you get started, work with you to design one-of-a-kind brand stationery and answer any questions you have along the way.



Hilary, community relations associate:

To me, it's important to give the kind of customer service that I'd want to receive -- friendly, helpful and real. We're not lone agents in a cube farm call center. We're a team of folks who sit together, solve problems together and, well, like each other.

Jimmy, graphic designer:

I'm a designer, but my job isn't just about design. It's about getting to know you and your brand. To me, there's nothing more satisfying than when you love your email design and you get inspired to do more with your email marketing because of it.



Matt, agency relations associate:

I like talking with agencies who are figuring out how to position their new email marketing service. They get involved in our free training classes and leave charged up about having a new angle on their business. It's a great feeling.

## A partner you trust (and dare we say like).

More than 30,000 fine organizations around the world partner with Emma to power their email campaigns and surveys. Occasionally, they'll say nice things about us, and we blush.

We're so relieved that we don't have to be techie geniuses to produce an attractive newsletter.

- Molly Nicholas, WPLN

You know what I love about your business model? Instead of developing really cool upgrades and then charging us for the extra benefit, you guys continue to figure out extremely brilliant bonus features and then hand 'em over for free. Even our IT guy is impressed. Thanks for continuing to make me look so intellectual for choosing your company.

- Gwen Darling, Travel Nurse Across America

It's just me here, so whatever I can do to make things easy and welcoming is very helpful. Emma's service does that.

- Janine Vangool, uppercase

You guys have the BEST customer service of any business I have ever worked with, and I appreciate all you guys do, and the manner in which you do it.

- Brittanie Good, Enterprise Software Development

## Who uses Emma?



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