

E-mail Marketing

Thanks for your interest in E-mail Marketing.

We're glad to hear you're interested in putting smart marketing to work for your credit union. E-mail marketing is an inexpensive tool to help secure member loyalty and inform your members about valuable promotions and information.

WITH E-MAIL MARKETING, YOU CAN:

MANAGE AUDIENCE LISTS

- Build different groups for tailored messages.
- Stay in legal compliance with built-in opt outs.

CREATE CUSTOM HTML E-MAIL CAMPAIGNS

- Send personalized stationary or letterhead that matches your website.

TRACK AND ANALYZE RESULTS

- We will provide you with results of each campaign so you may view, study, and compare statistics.

This is a quick and effective tool that you can use to remind your members of the latest credit union news, important information and events.

Below is a chart of affordable fees incurred for each campaign.



Pricing for E-mail Marketing*

Set Up Fee (One Time Only)	\$250.00
Per Campaign Layout/Maintenance	\$125.00
1-1,000 E-mails Sent	\$60.00
1,001-2,500 E-mails Sent	\$80.00
2,501-5,000 E-mails Sent	\$130.00
5,001-7,500 E-mails Sent	\$190.00
7,501-10,000 E-mails Sent	\$240.00
10,001-17,500 E-mails Sent	\$330.00
17,501-25,000 E-mails Sent	\$400.00

*Pricing is based on number of e-mails sent in a calendar month.



To learn more, visit our website at cuadvantage.com. Inside the Press Cafe you will see an Email Marketing Information PDF available to view or download. Or, you can reach us at **877.799.0784** and we'll be happy to help you get started!

