

# **Internet Mail Manager:**

## **Self Service vs. Managed Services**

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### **A Guide to Help You Decide**

[www.303media.com](http://www.303media.com)

CRMail ○  
Surveys ○  
eCommerce ○  
Customer Profiling ○  
Event Registration ○  
Newsletters & Promotions ○

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This document will help you and your colleagues decide what type of service is best for your company's situation.

### Self Service and Managed Service:

- Subscriber management (bounces, registrations, unsubscribes, and contact information updates)
- Open and click tracking
- Standard reporting – usage, bounces pending, bounces, registrations, attrition, forwards, survey/poll responses
- Schedule email to go later or recurring

### Self Service Benefits and Limitations:

- You do all the work
  - Import contacts/subscribers
  - Create groups
  - Create HTML messages/templates
  - Create and upload images
- Basic surveys and polls
- Cheaper – Pay between \$10 and \$250 per month
- Support – limited, pay per minute
- No best practices
- No branding on subscriber management functions like registration, forwarding, updates, and unsubscribe.

### **Managed Services:**

- **More professional looking** – We design out emails from the ground up using pure non-proprietary HTML (we code by hand)
- **Its is becoming more professional to come from a 3rd party**
- **Email is tested to work in multiple email programs like**
  - Outlook
  - AOL
  - Hotmail
  - Yahoo
  - Eudora
  - Opera
  - Netscape
  - optionally Lotus Notes
- **Faster** – Our servers are optimized to send out your email in minutes without fail
- **Does not use your bandwidth**
- **You won't get blacklisted** – we make sure all email message headers are formatted to internet standards. If your company gets blacklisted, you will not be able to send or receive email to/from some domains.
- **Customized surveys/polls**
- **Advanced reporting** – based on custom needs.
- **Branding on subscriber management functions like registration, forwarding, updates, and unsubscribe.**
- **We apply best practices like more effective subject lines, best time to send email, optimized images, better more standard email layout.**
- **Legal sending and tracking** – easily know exactly who and when you sent to anybody.
- **Saves you time** – you just give use a Word document or PDF and we do the rest.

### **Reasons NOT to Send Your Email Internally (your network/servers):**

- No tracking or other metrics
- No bounce backs handling
- Uses up your bandwidth
- Your company can get blacklisted
- Probably unprofessional appearance
- No reporting
- No automated subscriber management
- Have to handle unsubscribes and subscribes by hand
- Takes lots of time to setup and learn

### **Other Concerns:**

- **Privacy** – we don't share your list of subscribers with anybody for any reason. Do not use your information for our own purposes. We will sign a confidentiality agreement if needed.
- **Service** – We are available by phone from 9 – 5 M-F USA eastern standard time (EST). We almost always answer the phone directly and emails will be responded to based on priority.
- **Competitors** – while there are many out there, you usually will never get them on the phone and an email response make take days to never. Our self-serve is cheaper than anybody else out there feature for feature. Our managed services are at very reasonable rates. We work with to create very professional campaigns or newsletters.
- **SPAM** –we take care not to let people use our service to send spam. First, we have an email list import filter that looks for special triggers spammers use. Second, we look at nearly all emails that go out via our self serve service. Third, even if we miss one, we have an automatic spam filter to stop any questionable emails. Forth, people blocked from using our system, cannot re-register with a different account.

### **HTML for Web Pages vs. HTML for Emails:**

HTML email is pretty easy when it comes to web pages, but email programs render or display HTML differently and have security safeguards for privacy, like no JavaScript. While FrontPage and Dreamweaver are great programs that create great web pages, the code they create often does not work in many email programs. Email messages should be crafted to display HTML or text when appropriate and be as simple as possible.

We frequently convert web pages to emails that were created in Microsoft Word, FrontPage, or Dreamweaver. These web pages can be 100k without images, and when cleaned by getting rid of superfluous code, the size often ends up being 10% of the original size. This not only creates more universal/standard HTML, it also makes your email message display faster and doesn't fill up their inbox storage size. Some spam filters block emails over a certain size.

### **The Bottom Line:**

If you are just starting out sending mass emails then we highly recommend a managed service until you get more comfortable.

There will always be a percentage of subscribers that cannot view your email messages, because of spam filters or incompatible user software. But a professional service can help minimize this percentage by creating clean code, well formed headers and properly configured email servers.

Your company's email correspondence should be as professional as your brochures and website. Professional email messages take time and expertise to plan, design, send, track, analyze reports and tweak future campaigns.

### **Contact Information:**

Web: <http://www.303media.com>

Email: [info@303media.com](mailto:info@303media.com)

Phone: (804) 521-4255

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## Other Services

### **Website Maintenance:**

303 Media can also create or maintain your website. It makes a lot of sense to have us maintain your website. Since we are helping you create professional HTML email messages, we can easily in the same effort update your website. We regularly update our customer's websites by adding content pages or new sections based on email content. Since HTML emails are harder to create than web page, it is a good idea to use our clean HTML code. We often see customers who have web developers that create dirty code and we have to clean them up. It can take longer to clean an email than to create it from scratch.

Our website maintenance plan is easy. We just connect via FTP or Terminal Services to your website and update and test your new pages or content.

We can also handle any ISP or server related issues.

We have highly qualified programmers to handle advanced sites with database back ends or a business logic middle tier.

### **Database Maintenance:**

303 Media can create and maintain your database. We have extremely capable database engineers. We can create new databases and optimize or maintain existing ones. We can also setup backup schedules and store your data offsite keeping it safe.

### **CRMail:**

303 Media offers advanced integration with your existing website. CRMail enables automated personalized email to your subscribers/customers. This is very unique to 303 Media. We set up integration points on your website to let Mail Manger know when you subscriber is doing something you want to tie to a particular email message – then or at some point in time later, they will receive a specialized targeted message.

Please read our CRMail brochure for more information.

<http://www.303media.com/crmal/303mediaCRMail.pdf>

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