

kNEWS Service

A Managed E-Newsletter Service



Save Time, Money, and Improve Communications with
Clients, Partners, and Employees

Gallatin Technologies offers a turnkey, managed electronic newsletter service for companies who market and sell their products and services to other businesses (B2B). The kNEWS Service will provide a cost-effective, direct way for these companies to regularly connect with their prospects, clients, partners, and employees via e-mail and Web newsletters. By sharing valuable information, know-how, and expertise, companies can increase sales, improve profitability, and build lasting relationships with their stakeholders. And by performing the time-intensive tasks of e-newsletter publishing for you, you'll spend less time and less money producing a professional e-newsletter that generates measurable results.

kNEWS Service Features	Price
<p>Setup Fee</p> <p>We setup and customize a unique copy of our kNEWS Professional™ application for your business. These modules can serve as standalone websites or integrate with your existing website or portal.</p>	<p>\$199</p>
<p>Price (Per Publication)</p> <p>We publish an HTML version of your e-newsletter (microsite), host it for 3 months, and deliver up to 5,000 e-mail newsletters (plain text and/or HTML).</p>	<p>\$425</p>
<p>E-Newsletter Management</p> <p>You provide edited content in digital format, we do the rest. We'll build a well-organized, professional Web newsletter, a plain text e-mail newsletter, and/or an HTML e-mail newsletter, and deliver these to your desired audience. We collect anonymous subscriber and click-through statistics, and use this data to generate periodic campaign reports for you. We provide strategic guidance and feedback to help you continually refine your e-newsletters and generate better response.</p>	<p><input checked="" type="checkbox"/></p>
<p>Subscriber Information Import</p> <p>We will upload your subscriber contact information into our subscription module and pre-populate the subscriber registration forms. Our Service incorporates a double opt-in subscription process—considered an industry best practice for e-mail communications—that will protect your business from delivering Unsolicited Commercial E-mail (UCE) or spam.</p>	<p><input checked="" type="checkbox"/></p>
<p>Subscription Management</p> <p>We will customize a web-based subscription module for your business that will enable you build multiple permission-based e-mail list groups. The subscription module provides an online registration form that your audience can use to create subscription profiles and keep their e-mail addresses and contact information up-to-date.</p>	<p><input checked="" type="checkbox"/></p>
<p>Subscriber Information Export</p> <p>Upon request, we will deliver updated subscriber contact information to you in a comma delimited file and you will have online access to your subscriber information.</p>	<p><input checked="" type="checkbox"/></p>

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Feature	kNEWS Service
<p>Professional Business E-Newsletters</p> <p>You can include different text styles, images, URL links, .pdf documents, file attachments, and other digital content that will make your e-newsletters actionable, relevant, and engaging.</p>	<input checked="" type="checkbox"/>
<p>E-Newsletter Approval</p> <p>All e-newsletters will be delivered to a designated company project manager for review and approval prior to release.</p>	<input checked="" type="checkbox"/>
<p>Bounce Management</p> <p>We will manage all “hard” and “soft” bounced e-mail messages and edit subscriber information when appropriate.</p>	<input checked="" type="checkbox"/>
<p>Detailed Tracking & Reporting</p> <p>We collect anonymous subscriber and click-through statistics for your e-mail and Web newsletters. From this data, we provide periodic campaign reports that help you gauge audience interest and enhance future electronic newsletters.</p>	<input checked="" type="checkbox"/>
<p>Unique Domain Name</p> <p>We create a unique domain name for your electronic newsletters and link it to your partner website or portal. Example: www.knewsservice.com/company_name...</p>	<input checked="" type="checkbox"/>
<p>Password Protected E-Newsletters</p> <p>We can generate password-protected electronic newsletters, that require your stakeholders to enter a user name and password before they can view the e-newsletters.</p>	<input checked="" type="checkbox"/>
<p>Quick Setup & Implementation</p> <p>We will setup and customize your kNEWS Service quickly so that you can begin using e-mail and Web newsletters to connect with stakeholders right away.</p>	<input checked="" type="checkbox"/>
<p>Scheduled Delivery</p> <p>Your electronic newsletters will be published and delivered according to your schedule.</p>	<input checked="" type="checkbox"/>
<p>Volume Pricing</p> <p>If you publish multiple e-newsletters more frequently than once per month, give us a call and we will provide a custom quote. (877) 597-3370.</p>	<input checked="" type="checkbox"/>



For more information or to see some sample e-newsletters, visit:

<http://www.gallatin.com/wcm/publishing.nsf/Content/GTIkNEWSService>



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