

PAW-CHAT Rates:

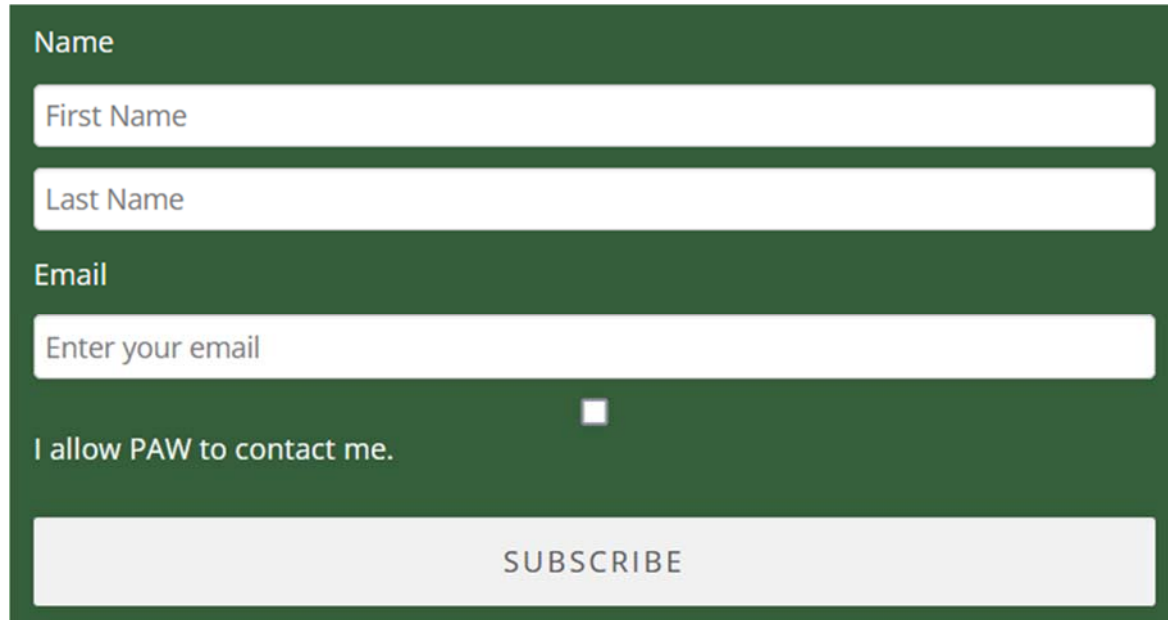
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SERVICES

Registration form

A form you add to your website where clients can subscribe to your subscription list. Example:



The image shows a registration form with a dark green background. It contains the following elements:

- Name** section with two input fields: "First Name" and "Last Name".
- Email** section with one input field: "Enter your email".
- A checkbox with the text "I allow PAW to contact me." below it.
- A large, light grey button with the text "SUBSCRIBE" in the center.

Distribution list

This is a list with contact details of your subscribers. It should have at least an email address and a first name. Members are added by adding themselves to the list from the registration form. Should you have an existing list that is legit, i.e. you do have the permission of those persons to send them mail, we will do a single, once-of import of that into your distribution list.

Newsletter

A newsletter is a standard email compilation we call a campaign. Campaigns are initially created and then saves as a template. Headers, footers, etc are used and content and subjects are simply replaced.

Automation

An automation is an ideal way to inform “new” members of “old” news. For example, a newsletter is sent to your distribution list. Those letters are added to you automation, each to be send a day, week, month, etc apart. As you send newsletters, these get added to you automation. You may then give new members the option to subscribe to previous newsletters, and they will receive these older newsletters x-period apart.

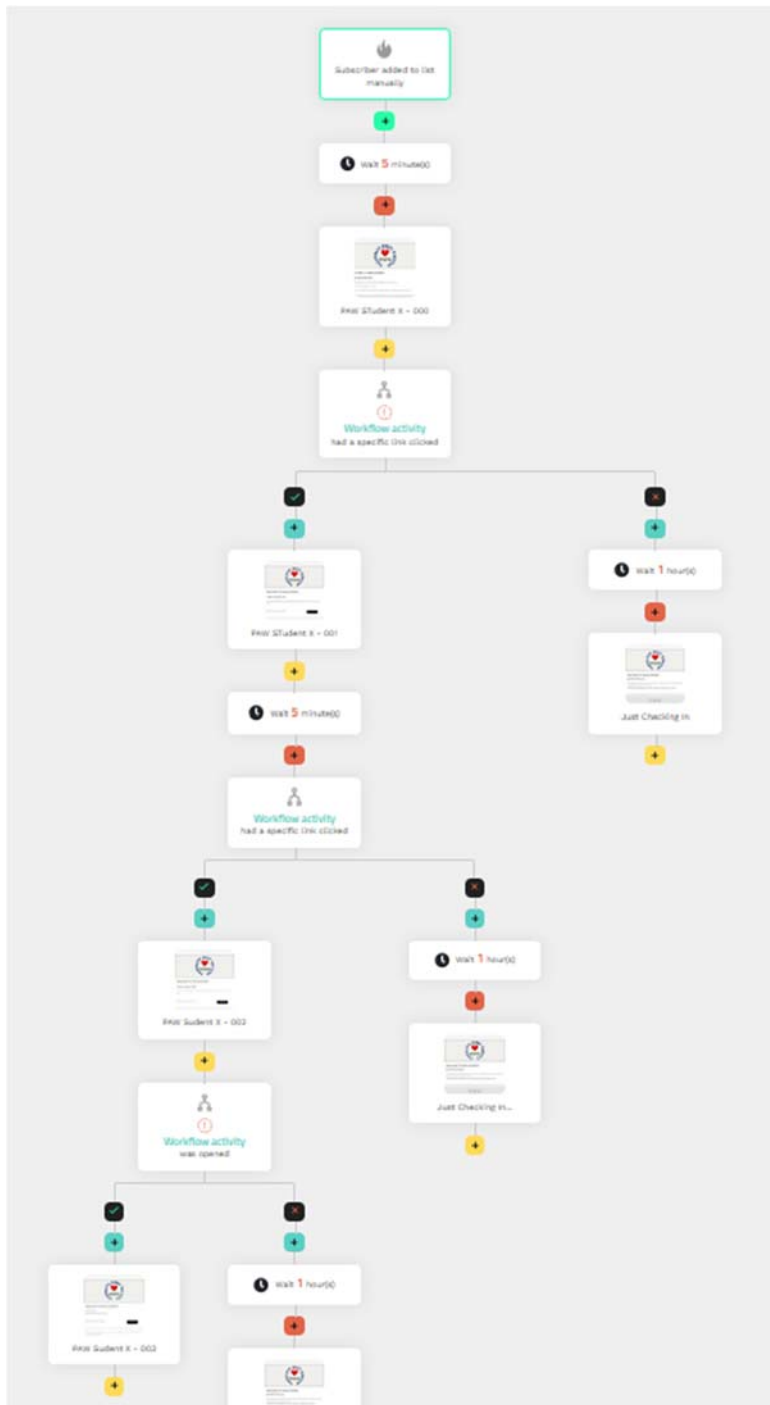
Automations can also used for content dripping, e.g. training materials.

Please keep in mind that automations are labour intensive and may take some time to configure. The figures below are examples of an automations:

Basic Automation:



Advanced Automation:



Surveys

Surveys with basic questions can be setup with links included in your newsletter.

PRICING

NON-PAW Clients:

The prices below are for non-PAW clients.

ONCE-OFF FEES		
	Fee	
Initial setup of account and domain (includes one registration form, one distribution list and one newsletter). Additional R300 per hour if longer than 5 hours - very seldom happens.	R 1 000.00	
Setup Additional Registration Form and Distribution list. Additional R300 per hour if longer than 5 hours - very seldom happens.	R 500.00	
Setup automations	R 300.00	per hour or part thereof
Setup survey	R 300.00	per hour or part thereof
Setup per newsletter	R 200.00	per hour or part thereof
Adding newsletter to an automation	R 100.00	per hour or part thereof

MONTHLY FEES				
1	to	500 *subscribers and maximum	6000 sends	R 200.00
501	to	1000 subscribers and maximum	12000 sends	R 290.00
1001	to	1500 subscribers and maximum	18000 sends	R 400.00
1501	to	2000 subscribers and maximum	24000 sends	R 490.00
2001	to	2500 subscribers and maximum	30000 sends	R 600.00
2501	to	2600 subscribers and maximum	31200 sends	R 690.00
2601	to	2700 subscribers and maximum	32400 sends	R 800.00
2701	to	2800 subscribers and maximum	33600 sends	R 890.00
2801	to	5000 subscribers and maximum	60000 sends	R 1 000.00
5001	to	5200 subscribers and maximum	62400 sends	R 1 090.00
5201	to	5400 subscribers and maximum	64800 sends	R 1 200.00
5401	to	5600 subscribers and maximum	67200 sends	R 1 290.00
5601	to	5800 subscribers and maximum	69600 sends	R 1 400.00
5801	to	10000 subscribers and maximum	120000 sends	R 1 490.00

*Subscribers – Subscribers may not be deleted should they unsubscribe. This is to prevent your domain being blocked from sending unsolicited emails.

PAW Clients:

The prices below are for PAW-clients and are slightly reduced.

ONCE-OFF FEES		
	Fee	
Initial setup of account and domain (includes one registration form, one distribution list and one newsletter). Additional R300 per hour if longer than 5 hours - very seldom happens.	R 600.00	
Setup Additional Registration Form and Distribution list. Additional R300 per hour if longer than 5 hours - very seldom happens.	R 300.00	
Setup automations	R 200.00	per hour or part thereof
Setup survey	R 200.00	per hour or part thereof
Setup per newsletter	R 125.00	per hour or part thereof
Adding newsletter to an automation	R 75.00	per hour or part thereof

MONTHLY FEES		
1 to 500 *subscribers and maximum 6000 sends	R	170.00
501 to 1000 subscribers and maximum 12000 sends	R	240.00
1001 to 1500 subscribers and maximum 18000 sends	R	330.00
1501 to 2000 subscribers and maximum 24000 sends	R	400.00
2001 to 2500 subscribers and maximum 30000 sends	R	490.00
2501 to 2600 subscribers and maximum 31200 sends	R	560.00
2601 to 2700 subscribers and maximum 32400 sends	R	720.00
2701 to 2800 subscribers and maximum 33600 sends	R	810.00
2801 to 5000 subscribers and maximum 60000 sends	R	890.00
5001 to 5200 subscribers and maximum 62400 sends	R	980.00
5201 to 5400 subscribers and maximum 64800 sends	R	1 050.00
5401 to 5600 subscribers and maximum 67200 sends	R	1 290.00
5601 to 5800 subscribers and maximum 69600 sends	R	1 140.00
5801 to 10000 subscribers and maximum 120000 sends	R	1 210.00

*Subscribers – Subscribers may not be deleted should they unsubscribe. This is to prevent your domain being blocked from sending unsolicited emails.

CONTACT US:

Please contact us to make us of these services. You may mail rates@paw-chat.co.za