



**Trumpeter**  
blow your own trumpet

Trumpeter brings the power of email marketing to your business:

- Easily manage and grow your customer database.
- Quickly create stunning email newsletters and campaigns. Total design control.
- Send thousands of emails with a click of a button. Get your business out there!
- Analyse and track your email campaigns with detailed graphical reports.



Email marketing just got a lot easier... It's time to blow your own trumpet!



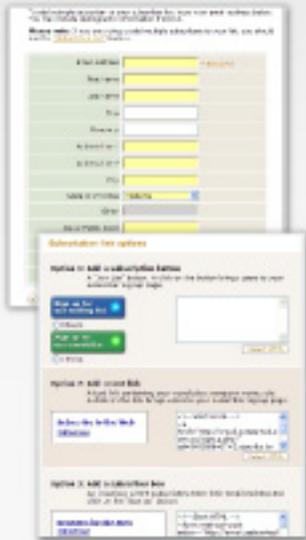
Another Get Started innovation

Trumpeter allows you to easily get your business in front of more people. Email marketing is by far the most cost-effective form of direct marketing and with Trumpeter, anyone can now take advantage of this powerful marketing medium.

**100% SPAM COMPLIANT**

- Opt-in only
- Compulsory identification
- Mandatory unsubscribe function

## 1. BUILD



A high-quality customer database is a very valuable asset to any business. Trumpeter lets you easily build and manage your database.

### ➤ **Subscriber Management**

This tool lets you customise the details that you want to get from each customer. You can even run demographic reports on your database.

### ➤ **Website Subscribe Forms**

Trumpeter lets you easily add subscribe forms to your website that integrate with your customer database.

### ➤ **Upload Subscribers**

This powerful tool allows you to quickly upload your current database to Trumpeter.

## 2. CREATE



With Trumpeter, you can easily create impressive email newsletters and campaigns.

### ➤ **Visual Editor**

The Visual Editor (WYSIWYG) allows you to easily edit the look and content of your email, and insert images and links.

### ➤ **Templates**

Trumpeter comes with a wide range of professionally designed templates that you can customise to suit your needs. Alternatively, you can create your own from scratch or ask Get Started to design you a custom template.

## 3. SEND



Trumpeter makes it easy to send thousands of emails with a few clicks.

### ➤ **Test Emails**

Before you send your email, Trumpeter can send any number of test emails for checking.

### ➤ **Personalisation**

Trumpeter makes mail merge easy.

### ➤ **Targeting / Segmenting**

Break up mailing lists by demographic parameters and send only to those you specify!

### ➤ **Schedule Sends**

Don't want to send it now? You can schedule your campaign to go out at a specific time.

## 4. ANALYSE



Trumpeter's in-built reporting engine will give you real-time statistics on the performance of your email marketing.

### ➤ **Reports**

The detailed reports show you who has read your email, what they clicked on and how many recipients forwarded your email onto others.

### ➤ **Bounce & Unsubscribe Management**

Trumpeter takes care of bounced emails and unsubscribes. You don't need to do a thing!

# READY TO BLOW YOUR OWN TRUMPET?

## 1. Choose Setup Package

We get you set up with your very own Trumpeter account. You can then login and manage your account from anywhere in the world. We also give you the choice of training options:

Setup + Phone Training .....	\$495
Setup + Training at our office .....	\$605
Setup + Training at your office .....	\$825

## 2. Select Email Template

Our email templates use HTML and images to make your newsletters and campaigns look impressive. Trumpeter includes pre-built templates you can customise using the Visual Editor (WYSIWYG). We can also integrate your own template design, create a custom template, or design your whole campaign.

Integrate Your Design .....	\$220
Standard Template Design .....	\$440
Campaign Design .....	\$POA

## 3. Monthly Emails

Trumpeter has the power to send hundreds of thousands of emails per campaign. For most of our clients however, the base package of 2,000 emails per month suits them just fine! Nonetheless, if you really want to blow that trumpet then you simply commit to extra emails per month.

**Base Package** ..... \$22/mth  
(includes 2,000 emails/mth)

**1,000 extra emails** ..... \$6.60/mth  
(invoiced quarterly in advance)

So, if you have a database of 4876 customers whom you email monthly, then you will need a quota of 5,000 emails – the base package + 3 extra blocks of 1,000. This equates to a total of \$41.80 per month.

## 4. Optional Extras

Do you need help with your subscription form or mailing list? These optional extras might do the trick.

**Custom Subscription Form** ..... \$330

Trumpeter provides you with easy-to-follow instructions on how to add a subscription form to your website. But if that's all a bit too hard, then we can do it for you!

**Subscription Form Integration** ..... \$110

If you've already got a subscription form on your website then we can adjust this to point to your Trumpeter account.

**Subscribers List Upload** ..... \$110

You can easily upload your own lists in Trumpeter. But again, if you'd like to hand it to someone else, we can do it for you!

## CASE STUDIES

**GNC LiveWell**

GNC LiveWell is the world's largest health retailer, specialising in herbs, vitamins, weight management and sports nutrition. GNC has over 6,000 stores in 40 countries worldwide.

GNC first approached Get Started to rebuild their website and migrate their business to the world of ecommerce. They soon realised that we could help them with their email marketing too!

Trumpeter has enabled GNC to easily connect with their 100,000+ email subscribers across the Asia Pacific region. Moreover, Trumpeter gives GNC the ability to properly service their VIP Members list. The GNC marketing team love:

- **The way they can analyse their marketing spend with Trumpeter's real-time email reports**
- **The very low cost per unique view**
- **The speed at which they can make contact with 100,000+ customers!**

**GNC LiveWell**  
Monthly Campaign Newsletters  
gnclivewell.com.au



**COMMITTEE FOR MELBOURNE**

The Committee for Melbourne represents the highest levels of 170 organisations across Melbourne. They exist to encourage a competitive and innovative business culture in Melbourne as well as enhance Melbourne's global relevance and liveability.

Before Trumpeter, The Committee contracted Get Started each month to design, collate and send their Member newsletters. With Trumpeter they now benefit from:

- **The ability to easily design & send newsletters**
- **The ease with which they can upload their lists**
- **The detailed reporting on each newsletter sent**

The Committee have not only found a more effective way to communicate with their 1,000+ Members, they are also saving money with Trumpeter!

**Committee for Melbourne**  
Monthly Member Newsletters  
melbourne.org.au



