



## e-Zine Composer *De Luxe*

### MARKET DEVELOPMENTS

Reduction of costs from new forms of communication  
Increase in interactivity  
Optimization of design and promotional value  
Efficient use of database management  
Detailed reporting

### WHY E-ZINE COMPOSER *De Luxe*?

Supply your own mailing list(s)  
Subscription to your newsletter from your website  
High degree of efficiency  
Your marketing assistant without delay  
Our support staff at the ready  
Cost reduction

### WHAT DOES E-ZINE COMPOSER *De Luxe* OFFER?

1. Your marketing assistant for your online media
2. Own mailing lists
3. Subscriber service
4. Detailed reporting tailored to your needs

### IN DETAIL

#### 1. Marketing assistant

You know exactly what you want to communicate. Write your texts, select your images and send them to us. We will place the content in your template and ensure the correct branding of your newsletter.

#### 2. Own mailing lists

You can supply us indefinitely with your own mailing lists. We can even manage the mailing lists for you if necessary.

### IN DETAIL – CONTINUED

#### 3. Subscriber service

Generate a link for your own website or newsletter, where new subscribers can sign up for your newsletter. The data will be automatically added to the mailing list you've specified.

#### 4. Detailed reporting

We will supply you with detailed reporting after every mailing. You will know exactly how many recipients opened your newsletter, who unsubscribed and how many times each link was clicked.

### HOW DOES E-ZINE COMPOSER *De Luxe* WORK?

#### Step 1

Supply us with your texts and images

#### Step 2

Mail your content to [helpdesk@kvsawebservices.nl](mailto:helpdesk@kvsawebservices.nl) and specify when you wish to receive your detailed reporting.

#### Step 3

We will send you the newsletter for agreement

#### Step 4

We will incorporate any remarks and adjustments into the newsletter

#### Step 5

Your newsletter is done! We will send out the newsletter to your subscribers and supply you with the reporting on the agreed upon date.

### E-ZINE COMPOSER *De Luxe*: ADDED VALUE

List management for you mailing lists  
Ease-of-use  
Your own English speaking helpdesk  
Cost and time effective  
Full service  
Strict SPAM policy