



What to Look for **in a Provider**

Contents

What to Look for in an eMarketing Solution Provider	3
Positioning	3
Knowledge Share	4
Support	4
Value Added Services	5

What to Look for in an eMarketing Solution Provider

With more businesses seeking Email and SMS marketing solutions, and more businesses providing those solutions than ever before, it is becoming increasingly difficult to identify a Best of Breed provider. It is also becoming more important to make sure you do successfully choose the right provider, as competition heats up, and consumers begin to expect a higher standard of email and SMS communication.

Therein lies the key question ... what makes a "Best of Breed" provider?

When evaluating an eMarketing Solution Provider, you should base your decision on two factors:

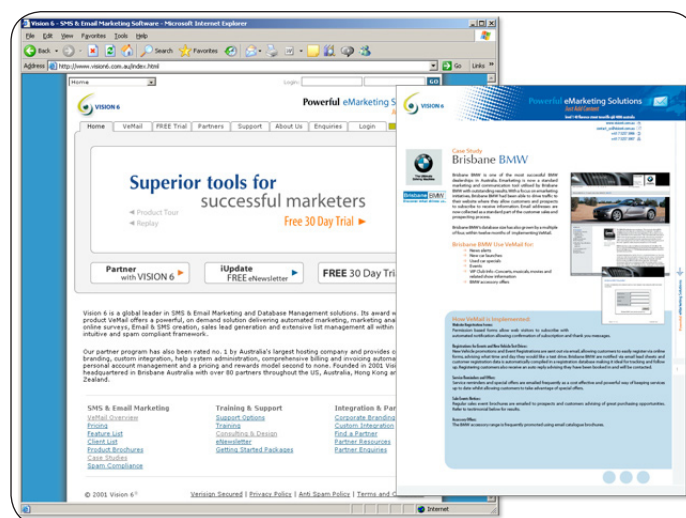
- 1 Product
- 2 Service

For more information on what to look for in a quality product, see our companion document "What to look for in an eMarketing Solution".

Below we discuss what makes a world-class service, and provide you with a list of factors to consider when seeking the right eMarketing solution provider for your business.

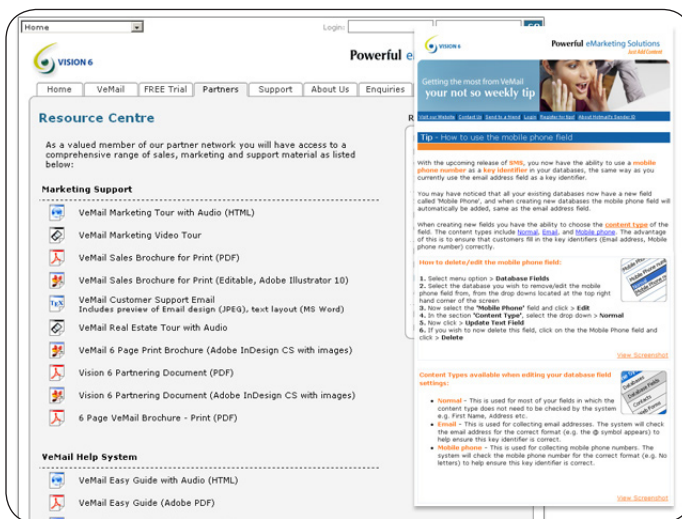
Positioning

- ❖ How long has the provider been operating?
- ❖ What number and type of clients does the provider service?
- ❖ Are there any case studies available that support the provider's claims?
- ❖ Does the provider supply to a partner channel and if so how many partners are involved?
- ❖ Does the provider acknowledge its support of SPAM compliance?
- ❖ Does the provider clearly state its position with privacy policies and terms and conditions?
- ❖ Does the provider offer open access (trial account) and pricing to their solution?
- ❖ Who is the provider affiliated with?
- ❖ Does the provider have a professional website that reflects their professionalism?
- ❖ Does this website reinforce the providers positioning as a leader?



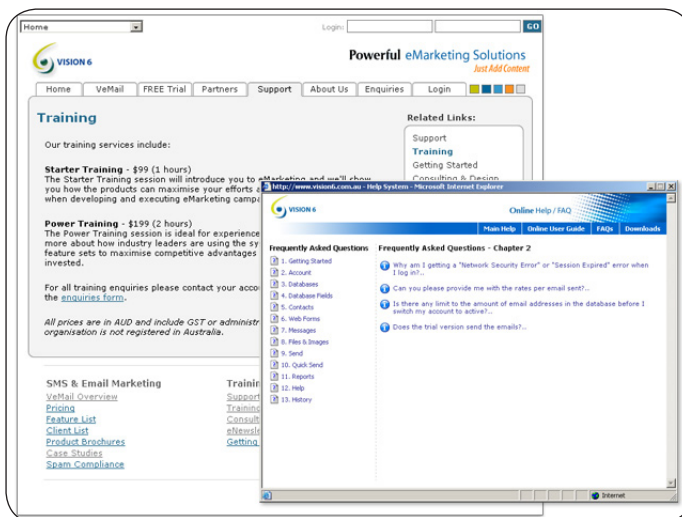
Knowledge Share

- ✦ Is the provider's website informative?
- ✦ Does it promote the sharing of knowledge?
- ✦ Does the provider allow open access to collateral and whitepapers?
- ✦ Are there guides available on how to get the most out of the system?
- ✦ Are there guides available on how to get the most out of a specific task?
- ✦ Does the provider conduct eMarketing best practice seminars, workshops or other information sessions?
- ✦ Does the provider distribute tips, updates and newsletters?



Support

- ✦ Does the provider allow access to an online Help system?
- ✦ Does the provider keep a repository of FAQs?
- ✦ Is there phone support available?
- ✦ Is there access to system walk throughs?
- ✦ Is there provision for advanced support options?
- ✦ Are there training sessions?
- ✦ What different training packages are available?



Value Added Services

- ❖ Does the provider support both fully-managed and self-managed account types?
- ❖ What is included in a fully managed service?
- ❖ Will the provider assist in the account set up process?
- ❖ Will the provider assist in account management?
- ❖ Does the provider give access to an affiliate program?
- ❖ Are there optional graphic design services available?
- ❖ Are there optional strategy consulting services available?
- ❖ Can the provider supply technical integration services?

The screenshot displays the Vision 6 website's 'Consulting & Design' page. The page is divided into several sections:

- Consulting & Design:** A main heading with a sub-section 'Our Consulting and Design services include:'.
- Consulting Services - \$150 per hour:** Text describing outsourcing options for planning, creation, execution, and reporting.
- Multimedia / Design Services - \$132 per hour:** Text describing design services for corporate requirements like email designs, logos, and stationery.
- Navigation:** A top menu with 'Home', 'VeMail', 'FREE Trial', 'Partners', 'Support', and 'About Us'. A secondary menu includes 'Home', 'VeMail', 'FREE Trial', 'Partners', 'Support', and 'About Us'.
- Optional Starter Packs for VeMail:** A promotional section with three cards: 'Header & Branding from \$132', 'Custom Templates from \$396', and 'Design Campaigns from \$528'. Each card includes a 'View Example' link.
- Header design and a branded form from \$132 each:** A section describing custom header design for corporate communications, including a 'View Example' link.
- Custom design templates from \$396 each:** A section describing templates designed with corporate branding, including a 'View Example' link.
- Footer/Navigation:** Two columns of links: 'SMS & Email Marketing' (VeMail Overview, Pricing, Feature List, Client List, Product Brochures, Case Studies, Spam Compliance) and 'Training & Support' (Support Options, Training, Consulting & Design, Newsletter, Getting Started Packages).