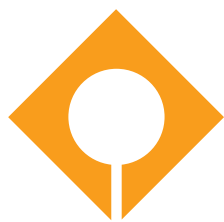


# Alumni

building lasting relationships

Powerful eMarketing Solutions



**Alumni**  
building lasting relationships

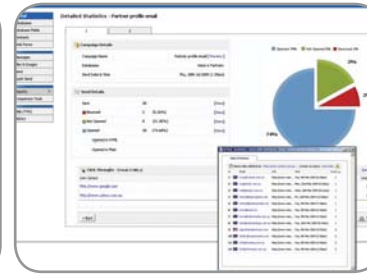
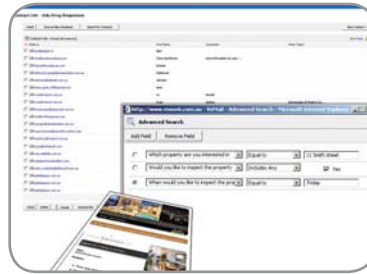
“  
Alumni is a simple way for me to manage relationships via Email and SMS. My messages are targeted, can be tracked and they look really great.”

Visit our stand  
for a free  
30 day trial

# Relationship Management Made Simple

Case Study

The System Empowers You to...



## 1. Build

Quickly build and manage your customer databases

You can import contacts and your database lists directly into Alumni.

Add online registration forms to your website and watch your contact lists grow with Newsletter, Internet group, User group, Sales & General Enquiries, and other web based forms.

## 2. Create

Easily create and send eye-catching newsletters and promotions

Modify professionally designed email templates, through a unique 'click and replace' system. Adding your content, images and logos has never been easier.

Email & SMS messages can be personalised by inserting first names, company names or any other information contained in your database.

## 3. Send

Send targeted communications for increased Relevance

Alumni makes it easy to send relevant content and offers to specific contacts. e.g. by location, product, registered interest, academic category, etc.

## 4. Track

Efficiently track and analyse results

The system provides full statistical information on every email and SMS sent.

You can view open rates, articles read, links clicked, who forwarded messages to friends & update their profiles, and manage bounced emails & non existent mobile numbers.



**University of Adelaide**  
Education Centre for Innovation & Commercialisation

*"At the Education Centre for Innovation & Commercialisation we interact with people at the cutting edge of wealth creation, through innovation and entrepreneurial activities. They are busy go-getters, heavy users of the internet.*

*"Alumni" solved a challenge for me, that of maintaining ongoing, effective, fast and personal communication with our alumni, students and other stakeholders. It complements our other forms of relationship building and develops the community very nicely.*

*We have been able to improve the quality of our communication by using the reports generated. I can see scope for more value creation both through reduced mailing costs and more tightly focused communication."*

**Antonio Dottore, Academic Director**

Alumni helps ECIC efficiently personalise and add richness to customer relationships.

Contact us for a free trial today to find out for yourself!

## Need More Power?

### Create Surveys

Find out what your customers really think. Create, send and capture email & SMS survey results for on or offline analysis.

### Create Online Forms

Warranty forms, Application forms, Product Enquiry forms and more. This removes the need to double handle data, whilst providing a central data storage facility.

### Update Profiles

Allow database members to update their profile from each email or SMS sent.

### Event Registration

Capture event registration details, confirm their attendance and remind attendees of the upcoming event with nothing more than your Internet browser.

### Trigger Based Messages

Pro-actively communicate with new customers! Design automated messages to be triggered when customers subscribe or enquire via your web site.

### Send SMS Messages

- ▶ Staff communication
- ▶ Build customer profiles
- ▶ Appointment reminders
- ▶ Confirm venue details for events
- ▶ Say thank you for a sale
- ▶ Competitions

### SMS Features

- ▶ Send one SMS or thousands instantly
- ▶ Personalise SMS messages to customers
- ▶ Track response rates through live reports
- ▶ View messages as they would appear on numerous handsets

### Data Security

We comply with the Federal Privacy Act and the National Privacy Principles. Our servers are carefully locked away behind several layers of physical and software related security.

## How are Organisations using Email and SMS Marketing?

*Acquiring new students, retaining customer & up selling*

Institutions can build up mailing lists of prospective students via expression of interest forms and auto response to enquiries. Additionally you can combine these with your own internal mailing lists then follow up with targeted communications based on area of interest, location etc. Successfully integrate email and SMS alongside other communications and sales tools by taking advantage of automatically generated lead reports and by interpreting open and click through reports for your campaigns.

*Alumni loyalty and fundraising*

Target communications specifically to market segments to increase relevance and response. Survey alumni to provide more relevant services and increase loyalty. Use campaign tracking to tailor your fundraising messages for increased outcomes.

*Promote events or funding opportunities*

Promote events, grant opportunities and promote research findings via invitations, bulletins, newsletters and sign up forms.

*Brand Management*

PR and communications departments import contact lists and databases into Alumni and build the brand of their institution with large broadcasts promoting stories, new courses, student successes and high profile appointments with tools like email newsletters and Press Releases lists.

*SMS Reminders*

Use SMS to encourage prompt payment of fees, return of outstanding library loans and boost event attendance rates.

Visit [www.alumni.net.au](http://www.alumni.net.au) for a  
free 30 day trial

# Who is Doing It Already?

"A very flexible system that was very easy to set up and use. It plugged into my communications strategy perfectly. It saved me an enormous amount of time allowing me to focus on the core business."

RE/MAX Profile Real Estate



"It has not only been simple to use but the tracking facility is second to none. The system is effective for regular e-newsletters, more cost effective than other providers for small to medium businesses and has an awesome and aesthetically pleasing tracking section. Three thumbs up!"

Advanced Client Services



Alumni is used by 1000s of companies across many industries and is distributed by some of Australia's largest Web Hosters, Advertisers and Technologists. NB: University mention may refer to department level only.

Customers include:

- ✦ University of Adelaide
- ✦ Department of Trade and Economic Development, SA
- ✦ Qld Department of State Development, Trade and Innovation
- ✦ Education Queensland
- ✦ Bruce Lynton BMW
- ✦ Royal Children's Hospital
- ✦ QLD Treasury Dept
- ✦ Queensland Rail
- ✦ WebCentral
- ✦ Gold Coast Airport
- ✦ The Brisbane Underground
- ✦ Western QBE Insurance
- ✦ CSIRO
- ✦ Whirlpool
- ✦ Harcourts Property Consultants
- ✦ LJ Hooker
- ✦ IBM
- ✦ Telstra Shop
- ✦ Worldwide Printing
- ✦ Sheraton Hotel



## SPAM compliant for your peace of mind

### CONSENT

Confirm individuals' consent with double opt-in functionality for new and existing subscribers.

### IDENTIFY

A facility to ensure accurate sender information is included at the bottom of all emails.

### UNSUBSCRIBE

Automatic unsubscribe facilities provide you with reports and lists even when managing on and offline databases.

## Pricing

Pricing is based on a monthly access fee calculated on database size and a per message send fee

### Monthly Access Fee

Total Contacts	Monthly Fee*
0 - 1,000	\$40
1,001 - 5,000	\$75
5,001 - 15,000	\$130
15,001 - 50,000	\$250

### Email Send Cost

Number of Emails	Cost per Email*
0 - 200	4 cents
201 - 2,000	3 cents
2,001 - 10,000	2 cents
> 10,001	1 cent

### SMS Send Cost

Number of SMSs	Local Cost per SMS*	International Cost per SMS*
0 - 200	22 cents	17 cents
201 - 2,000	21 cents	16 cents
2,001 - 5,000	20 cents	15 cents
5,001 - 10,000	19 cents	14 cents
> 10,001	18 cents	13 cents

## Contact Us for a Free Trial

### NetSpot Pty. Ltd.

183 Melbourne Street  
North Adelaide SA 5006

Freecall in Australia 1800 730 288  
Phone +61 8 8361 6800  
Fax +61 8 8361 6811

info@netspot.com.au  
www.netspot.com.au  
www.alumni.net.au

\* Prices include GST or administrative charges where your organisation resides outside Australia