

2025

OPDEE DIGITAL MARKETING:

NEWSLETTER

SERVICE OFFERING PROPOSAL

Transforming Client Communication
through Strategic Newsletter Marketing



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Executive Summary

Opdee is expanding its digital marketing services to include a strategic, high-impact monthly newsletter solution designed to revolutionise client communication, engagement, and business growth.

Why Newsletters Matter

Strategic Value Proposition

Direct Communication Channel

Newsletters provide a powerful, owned media platform that allows businesses to:

- Build direct relationships with their audience
- Control messaging without algorithmic limitations
- Nurture leads and maintain consistent brand presence

Measurable Marketing Impact

- Average email marketing ROI: \$36-\$42 for every \$1 spent
- Higher conversion rates compared to social media campaigns
- Increased customer retention and brand loyalty

AI-Enhanced Personalization

Leveraging Opdee's AI expertise to:

- Optimize content targeting
- Personalize newsletter experiences
- Improve engagement through intelligent content curation

Our Unique Newsletter Approach:

One Newsletter, Maximum Impact

Rationale for Monthly Newsletter

Consistent Engagement

- Prevents audience fatigue
- Maintains high-quality, curated content
- Allows strategic content planning

Resource Optimization

- Ensures high-quality content creation
- Reduces content production overhead
- Maintains professional standard of communication



Newsletter Content Options

Product/Service Update Newsletters

Thought Leadership Newsletters

- Industry insights
- Expert commentary
- Trend analysis
- Company achievements

- New offerings
- Feature announcements
- Client success stories
- Upcoming events or webinars

Curated Content Newsletters

- Relevant industry news
- Recommended readings
- Expert interviews
- Trending topics

Educational Newsletters

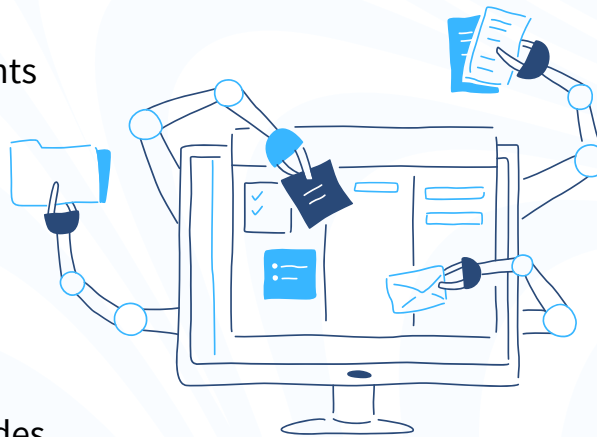
- How-to guides
- Industry best practices
- Tips and tricks
- Skill development resources

Promotional Newsletters

- Special offers
- Seasonal campaigns
- Exclusive discounts
- Limited-time services

Blog Traffic Drive Newsletters

- Spotlight on latest blog posts
- Teaser excerpts from full blog articles
- Direct links to full blog content
- Compelling call-to-action to read more



Service Implementation Process

Service Marketing & Initial Engagement

- Develop dedicated landing page on Opdee website
- Create targeted Google advertising
- Develop comprehensive service brochure
- Implement referral program for existing clients

Client Inquiry & Initial Consultation

- Online inquiry form on Opdee Newslettet Landing page site
- Preliminary discovery call
- Initial needs assessment
- Customized service proposal

Onboarding Questionnaire

Critical Information Gathering

- Brand Identity
- Brand voice
- Visual guidelines
- Target audience demographics

Content Preferences

- Preferred newsletter type
- Key messaging objectives
- Content themes
- Tone and style
- Selected Sending Schedule

Email List Management

- Current subscriber base
- Acquisition strategies
- Compliance requirements (GDPR, CAN-SPAM)

Service Implementation Process

Website Integration

- Implement newsletter subscription button
- Branded design, conversion-optimized signup form
- Create pop-up or sidebar subscription options
- Ensure mobile responsiveness

Client Communication Management

Primary Contact Email:
advertising@opdee.com

All newsletter-related communications |
Content submissions | Client inquiries |
Service coordination | Monthly Approvals

Communication Responsibilities

- Initial client inquiries
- Proposal development
- Service onboarding
- Newsletter content coordination
- Approval process management
- Ongoing client support

Client Onboarding Documentation

- Detailed workflow guide
- Communication expectations
- Template examples
- FAQ document

Communication Protocols

- Dedicated email communication channel
- Guaranteed response within 24 business hours
- Single point of contact for all newsletter-related matters
- Professional and consistent communication approach

Client Commitment

- Monthly content submission
- Timely feedback
- Quarterly comprehensive report
- Continuous improvement recommendations

Service Implementation Process

Onboarding Steps

- Service Agreement Signing
- SENDER Account Creation Guidance
- Email List Preparation
- Domain Verification Process
- Initial Newsletter Template Design

Estimated Onboarding Timeline

- Total Process: 10-15 business days
- Domain Verification: 1-2 business days
- Account Setup: 2-3 business days
- Initial Design Approval: 5-7 business days

Client Onboarding Requirements

Email Marketing Platform
SENDER.NET

Advanced email marketing capabilities |
Robust security features | Comprehensive
tracking and analytics | Compliance with
international email regulations

SENDER Account Setup

- Mandatory platform for all newsletter clients
- Opdee will provide comprehensive setup guidance
- Dedicated onboarding support for account creation
- Step-by-step instructions for initial configuration

Service Implementation Process

Email List Management and Domain Verification

Domain Verification Process

- Critical Email Authentication Method
- Ensures Deliverability and Credibility
- Protects Against Spam Filters

Why Domain Verification Matters

- Prevents email spoofing
- Improves email deliverability rates
- Establishes sender reputation
- Reduces chances of emails landing in spam folders

Verification Stages

- Initial email list upload
- Domain authentication check
- Email address validation
- Removal of invalid or suspicious email addresses

Technical Verification Details

- Comprehensive email domain scanning
- Removal of:
 - Disposable email addresses
 - Inactive domains
 - Potentially fraudulent email accounts
- Verification timeline: 1-2 business days

Verification Impact

- Enhanced email engagement rates
- Improved sender score
- Compliance with email marketing best practices
- Protection against potential security risks

Client Cooperation Requirements

- Provide accurate initial email lists
- Assist in domain verification process
- Respond promptly to verification requests
- Maintain list hygiene

Service Implementation Process

Distribution Scheduling Strategy / Personalised Distribution Timeline



Client-Selected Sending Schedule

- Client chooses a specific weekly distribution day
- Same weekday maintained each month
- Consistent sending establishes subscriber expectations
- Distribution occurs in the final week of each month

Scheduling Consistency Benefits

- Establishes predictable communication cadence
- Improves open rates through expectation setting
- Enhances brand reliability
- Optimises engagement metrics

Strategic Distribution Options

- Tuesday through Thursday recommended for optimal engagement
- Morning distribution (9-11 AM) for business recipients
- Afternoon distribution (2-4 PM) for consumer audiences
- Consideration of client industry standard practices

Implementation Process

- Day selection during onboarding
- Confirmed in newsletter strategy document
- Maintained throughout service duration
- Scheduling adjustments require written confirmation

Newsletter Creation Workflow

Monthly Content Submission Timeline



Frequently Asked Questions (FAQ)

General Service Questions

Q: Why should we add a newsletter to our marketing strategy?

A: Newsletters provide a direct communication channel with your audience, offering higher engagement rates than social media, improved brand loyalty, and measurable ROI. They allow for consistent touchpoints with customers and prospects while providing valuable data insights.

Q: How often will my newsletter be sent?

A: Our service provides one high-quality newsletter per month. This frequency balances consistent communication with your audience while maintaining premium content quality and preventing subscriber fatigue.

Q: Who writes the content for our newsletter?

A: Opdee's professional content team creates your newsletter based on your preferences and guidelines. You can also submit specific content for inclusion, which our team will review and format accordingly.

Q: What if we miss a content submission deadline?

A: If you miss the content submission deadline (5th of each month), our team will create curated, industry-relevant content to ensure timely newsletter distribution, maintaining consistency for your subscribers.

Frequently Asked Questions (FAQ)

Design & Content

Q: Can we change our newsletter design after approval?

A: The approved template serves as your standardised design for consistency and brand recognition. Minor content adjustments are permitted monthly, but significant template changes would require a new design contract.

Q: What types of content work best in newsletters?

A: Effective newsletter content includes industry insights, company updates, educational resources, promotional offers, curated industry news, and blog highlights. We'll help you determine the most engaging content mix for your specific audience.

Q: How long should our newsletter be?

A: The optimal newsletter length is 300-500 words. This provides enough content to deliver value while respecting your audience's time. Longer content is better positioned as "read more" links to your website.

Q: Can we include images and videos in our newsletter?

A: Yes, visual elements significantly enhance engagement. Our template will accommodate professional images and video thumbnails that link to hosted videos, all optimised for email delivery.

Frequently Asked Questions (FAQ)

Technical Questions

Q: What email platform does Opdee use?

A: We use SENDER (www.sender.net) for all newsletter campaigns due to its robust features, analytics capabilities, and deliverability performance.

Q: Do we need to create our own SENDER account?

A: Yes, clients must have their own SENDER account. This ensures proper ownership of data and compliance with privacy regulations. We provide step-by-step setup guidance during onboarding.

Q: How is our email list managed?

A: Your subscriber list remains in your SENDER account. We implement industry best practices for list management, including domain verification and removal of invalid emails to ensure optimal deliverability.

Q: How do we grow our subscriber list?

A: We implement website signup forms and recommend various subscriber acquisition strategies, including lead magnets, social media promotion, and website integration. List growth tactics are covered in our quarterly performance reviews.

Frequently Asked Questions (FAQ)

Process & Management

Q: Who is our primary contact for the newsletter service?

A: Dee Blanco (advertising@opdee.com) serves as your dedicated Newsletter Service Coordinator for all communication related to your newsletter from inquiry through ongoing production.

Q: What is the revision process for newsletters?

A: Each newsletter draft includes two revision rounds. Revision requests must be submitted within 48 hours of receiving the draft to maintain the production schedule.

Q: How do we measure newsletter performance?

A: Performance metrics include open rates, click-through rates, subscriber growth, and conversion tracking. We provide quarterly comprehensive reports with actionable insights for continuous improvement.

Q: What is the minimum commitment period?

A: The standard service agreement is for six months, allowing sufficient time to establish subscriber expectations and measure meaningful performance trends.

Frequently Asked Questions (FAQ)

Service Specifics

Q: What happens if we need to pause our newsletter?

A: With 30 days' written notice, you may pause the service for up to two months per year without penalty. Longer pauses may require contract adjustment.

Q: Can we upgrade or change our newsletter service?

A: Yes, service adjustments can be made quarterly. This includes changes to content focus or design refreshes. Major changes may incur additional costs.

Q: Does Opdee offer emergency or urgent newsletter capabilities?

A: Our standard service follows a monthly schedule. For time-sensitive announcements, we can accommodate occasional urgent requests with at least 72 hours' notice, subject to additional fees.

Q: How does the service handle holiday periods?

A: We maintain the regular monthly schedule throughout the year. For holiday seasons, we'll work with you to develop special themed content or adjust scheduling if needed.

Q: Can we include special promotions or sales announcements?

A: Absolutely. The Promotional Newsletter type is specifically designed for special offers and time-sensitive announcements, making it ideal for sales and promotional content.

Helpful Links

Client Communication Email Template

[Initial Proposal Email Template](#)

- Introduce Opdee Newsletter Service and its benefits to potential clients.

[Opdee Newsletter Service Agreement Email Template](#)

- Outline terms and conditions for the newsletter service.

[Opdee Newsletter Service Onboarding Questionnaire](#)

- Gather essential information to tailor the newsletter to the client's needs.

[Step-by-Step Guide to Creating a Newsletter in SENDER](#)

- Provide clear instructions for using the SENDER platform.

[Onboarding Confirmation Email](#)

- Welcome new clients and confirm the start of the newsletter service.

[Monthly Content Request Email](#)

- Prompt clients for newsletter content and ideas for the upcoming month.

[Draft Newsletter Review Email](#)

- Share the draft newsletter for client approval before distribution.

[Quarterly Performance Report Email](#)

- Summarize newsletter metrics and achievements over the past quarter.

OPDEE EMAIL TEMPLATE



OPDEE EMAIL NEWSLETTER SERVICE OFFER

1 Email Newsletter per month
500 AUD monthly fee / rate
6 month locked-in contract

One-Time-Set-Up includes:

Creation of SENDER account
Creation of newsletter template layout
Email listing and domain verification
Website integration for newsletter
subscription