

A clear route to your customers

Find a path with which to communicate clearly

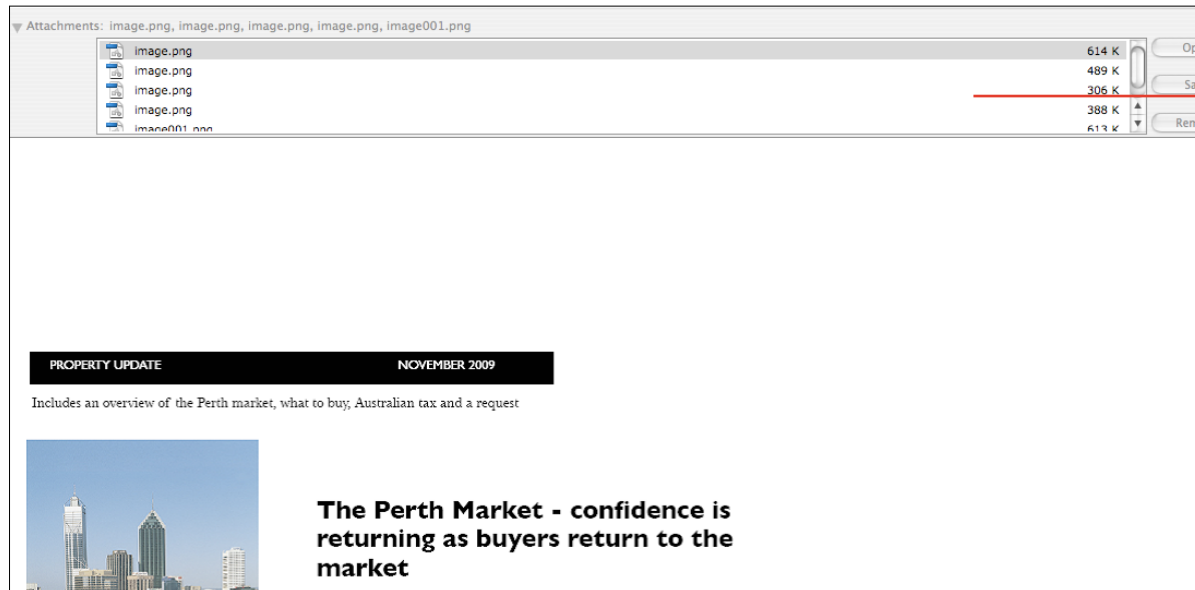
An effective E-Newsletter

Electronic Direct Mail (EDM), or e-newsletter, is a valuable marketing tool when executed correctly. It can be used to educate, sell and gauge market reaction to your products and services.

The benefits of a well structured design, the web-based software, and the statistical analytics behind the system can save your company time and help plan for the future.

Let's explore some of the common problems with existing E-Newsletters.

Common problems



Current E-newsletters are usually sent in attachments, usually in several images or in PDF format. This increases the size of the email, and can make the newsletter fall into the junk/spam folder or blocked by company firewalls, making your newsletter campaign ineffective.

Attachments are inconvenient and unnecessarily inflate the file size.

In embedded image files (newsletters sent in an image format), text could become blurry and pixelated, making the text difficult to read and even illegible.

\$80,000 to \$100,000	over \$80,000	\$11m plus	\$126,830 plus 2.16c for each \$1 m excess of \$11m.
\$100,000 to \$250,000	\$4 per \$100 or part thereof above \$100,000	The above rates excludes 0.14% being the Metropolitan Region Improvement Tax (MRIT) which forms part of the assessment.	
\$250,000 to \$500,000	\$5 per \$100 or part thereof above \$250,000	Local Government Rates & Taxes	
\$500,000 plus	\$5.40 per \$100 or part thereof above \$500,000	These rates are raised by Local Governments (Shires) and Authorities. Assessments are raised at the end of the financial year. They include annual Shire Rates and annual Water Rates. For a typical Perth Median priced home (valued at say \$500,000) the Shire Rates would be in the order of \$1,200 p.a. and the Water Rates in the order of \$800 p.a. The assessable value is determined by the Valuer General's Office.	

First Home Owner Concessions apply as follows:-

- House & Land exemption up to value of \$500,000
- Vacant Land exemption up to \$300,000

WA State Tax - Land Tax

Land Tax is levied on the "Unimproved Value" of investment property. The unimproved value is assessed by the Valuer General's Office. The Principal home of residence is exempt from Land Tax. Land Tax is payable annually and is assessed at the end of the financial year (i.e. 30

St. David does not provide tax advice and the above summary is provided for guideline purposes only. Investors should not rely on it and should seek expert advice from a suitably qualified party.

Embedded images are often hard to read.

What makes an effective e-newsletter?

With your guidance we will design a newsletter template for your company. Think of your newsletter as a newspaper, there will be sections that we can update the readers on monthly.

Opposite is an example of how we can keep the reader engaged by supplying snippets of topics relevant to them all the time, giving clear links and allowing them to go to your site to explore further.

We can insert any imagery you have into the template or supply a selection of suitable stock images free of charge.

The EDM will appear in the recipient's inbox as a complete **HTML email**, not an attachment, and we will test each newsletter for compatibility before we send for you.

This style of Newsletter we suggest do work best if you are prepared to invest in updating your website and using the site as a tool of information and to drive clicks and sales.

“To make the best use of your EDM is to be able to drive traffic to your website!”

Clear company branding

Highlighted links linking back to the website

Clean and clear division of copy and imagery - sections such as 'Latest News & Event Features'

Direct links for quick access to the full story online at the receiver's pace

Allow receiver to forward your Newsletter is as easy as the press of a button

IP GLOBAL NISEKO ASIA'S WHISTLER

Dear Clients & Friends,
Just in time for the ski season.

One of our most exciting investments, [The Chalets](#) Country Resort, in Niseko gives investors the opportunity to enjoy strong long term capital growth and healthy rental yields.

- Prices from approx US \$330,000
- Flights and three nights accommodation for all confirmed investors
- Guaranteed 7% net rental yield for two years

View a slide show of [The Chalets](#) [here](#).

View the [full details](#) of this investment on our website or [contact us](#) to discuss what could be the most enjoyable investment in your property portfolio.

Kind regards,
Tim Murphy
IP Global, Managing Director

LATEST NEWS

Asia Confidential with Bernie Lo
I discuss China's property sector bubble and discuss which tier of the market will get the most return for investors. [Watch](#)

Niseko Resort Master Plan
Heated sidewalks in Hirafu's main street is just one aspect of the make-over recently approved by the local town council - due to be completed in 2011. [View](#)

IP EVENT FEATURE

Niseko Winter Wonderland
This cocktail evening is centered around The Chalets at Country Resort in Niseko, Japan. The event will feature a presentation from myself and the property developers Niseko Resorts Group.

Venue: FINDS Restaurant and Bar
Date: Thursday 29 October
Time: 7.00 - 10.30pm [Read More](#)

INVESTMENT NEWS

Niseko is well known for its long snow filled winters and mild green summers with little or no wet season. Its geographical location, weather patterns and culture combine to make this village a magnet for capital growth and investment, bucking the trend currently occurring in Japan's property market as a whole. [View Full Article](#)

We are still very bullish about the London property market with our recent projects selling out rapidly. With exclusive offerings at prices well below market value don't miss the chance to talk to our consultants about Factory Quarter and Myrdle Street before they're snapped up! [View UK Properties](#)

MARKET IN FOCUS

The Land of the Rising Sun

Japan is the world's second largest economy behind the United States. Built on the strength of its manufacturing and export sectors, its economic fortunes have been largely tied up in the world's economy. The Yen is still viewed as a safe haven for investment and has recently strengthened significantly. [View Full Report](#)

■ 2009 Annualised GDP 2.3%
■ Population of 127 million
■ US \$34,000 GDP per capita

IP EVENT CALENDAR IN FOCUS

29 Oct VIP Niseko Launch HK [View](#)
3 Nov Panama Developers Q&A HK [View](#)
17 Nov VIP Niseko Launch SG [View](#)

FORWARD THIS EMAIL TO A FRIEND [www.ipglobal-ltd.com](#)

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We test the EDM for the following email clients to ensure compatibility across them:

Desktop Email Clients

- AOL 9
- Apple Mail 2.1
- Apple Mail 3
- Lotus Notes 6.5.4
- Lotus Notes 7
- Lotus Notes 8
- Outlook 2000
- Outlook 2003
- Outlook 2007
- Outlook Express 6
- Outlook XP
- Thunderbird
- Windows Mail

Web-based Email Clients

- AOL Web
- Gmail
- Mobile Me
- Windows Live Hotmail
- Yahoo! Classic
- Yahoo! Mail

Mobile Email Clients

- BlackBerry
- Windows Mobile 5
- Windows Mobile 6

Included in the cost are our reports and analytics to allow you to accurately measure the effectiveness of every campaign you send.

Now you can see who is opening your newsletters, and by looking at the links they have pressed, you can see what articles were of most interest and organise future campaigns based on this information.

Over the next few pages are some screenshots of the analytics we can send to you.

The overview analytics summary of a sample e-newsletter campaign

The effectiveness of the campaign is expressed in statistics and graphs



Report about the links that were included in the EDM and how effective they were in directing traffic

Sample analytics report.

Detailed analytics reports

Recipient Activity

IPulse CMS/Upgrade - Sent 7 Oct 2009 at 12:05 pm

Search recipients

All recipients **115**

Opened	Clicked	Unsubscribed	Forwarded	Marked as spam
52	14	0	0	0

Email address	Name	Opens	Clicks
[redacted]		8	0
[redacted]	Antje Laass	8	0
[redacted]	Tony Hamilton	7	0
[redacted]	Fatima Tolentino	6	0
[redacted]	Michael McGowan	5	0
[redacted]	Elliot Odell	4	0
[redacted]		3	1 (which links)
[redacted]	Simon Shepherdson	3	0
[redacted]	Tracy Tan	3	0
[redacted]	Simon Page	2	1 (which links)
[redacted]	Simon Galvin	2	1 (which links)
[redacted]		2	0
[redacted]		2	0
[redacted]		2	1 (which links)
[redacted]	David Whitaker	2	1 (which links)
[redacted]	Matthew Gray	2	0
[redacted]	Leon Carrington	2	0
[redacted]		2	1 (which links)
[redacted]		1	1 (which links)
[redacted]	Terry Harris	1	0
[redacted]	Steve Tew	1	1 (which links)
[redacted]	Nick Mawdsley	1	0
[redacted]	Neil Jensen	1	0
[redacted]	Neil Horton	1	0
[redacted]	Michael Risely	1	0
[redacted]	Jason Newman	1	0
[redacted]	James Seddon	1	0
[redacted]	Ashley Bell	1	0
[redacted]		1	0
[redacted]	Tim Cresner	1	0
[redacted]		1	0

Who individually opened the EDM, how many times, and the links that were clicked by that recipient are displayed

The link click summary showing which links to your website are the most popular from the EDM



Detailed analytics statistics.

Detailed analytics statistics.

Detailed analytics reports

The analytics can also determine which Email address in your database are invalid, thus effectively reducing the resources for future e-newsletters.

Bounce Summary

iPulse CMS/Upgrade - Sent 7 Oct 2009 at 12:05 pm

The following subscribers did not receive this campaign. Soft bounces are those that temporarily failed but the actual address is still valid, such as a full mailbox. Hard bounces are permanent and mean the email address is no longer valid. We automatically remove all hard bounces from your list. You can read [more about bounces](#).

Soft bounces 1 [Hard bounces](#) 1 [Bounce domains](#) 2

Search all bounces
Email or name

Email Address	Name	Bounced ▼	Reason
eljo@cod-macau.com	Elaine Joe	07 Oct 2009	General Bounce (tell me more)

Export all soft bounces as

Detailed analytics statistics.

We will provide you with 2 Design layouts with one of these chosen to go forward with 3 review stages included. We can use your Existing Imagery or search for a suitable online images, we include the purchase of 3 stock images. Once the design is agreed upon, the EDM will be converted into programmed in HTML and tested to ensure compatibility on most Email software. After the EDM has been sent we will send you a set of comprehensive analytic information so you can see what areas of your company interests your clients.

E-Newsletter (HTML) Design, Programming & Testing: Approx. HK\$6,000.00

To send the EDM to your clients we will need to receive your database of email addresses. We will need to ensure compatibility of this database with our system (preferably in Excel format). Please also ensure to have full permission from the recipients to receive your EDM, and we to ensure full privacy disclosure to use and manage this database.

Database Programming: TBC - Based upon the number and condition of your current Email database

Sending Fee: HK\$1.00 per email address

In the future when you need to update and send another EDM we can use the same design template to insert the new content. You pay the update cost below plus only the sending cost each month.

Future E-newsletter Update: Approx. HK\$2,000.00 per e-newsletter