

# Listserve

Listserve, or electronic mailing list software, are rapidly becoming important tools for those who wish to maximize the potential of email. They can be the difference between reaching future customers or losing them to competitors.

So, how badly do you want to reach the masses?

**RJ Michaels, Inc. can help get you there.**

Our inexpensive ListServe product allows you to **reach a mass audience quickly and easily** through a customizable, branded product. Messages can be sent in HTML and/or plain text format, making it a quick, simple solution for the user. Through our software, users can categorize their contact lists, therefore creating a more efficient mass-mailing system. Pay for your email campaign online at the time of sending by MasterCard, Visa, or American Express.

Determine the effectiveness of your campaigns as you receive reports on contacts. **Analyze and evaluate your email marketing** on opening rates, links clicked, message bounce reporting, unsubscribe activity and more. Is your ListServe software doing what you want it to? You'll know with our technology.

## pricing structure

**Usage fee**      \$10 + 2¢ per email sent

**Basic account setup**      \$300

INCLUDES —

One stock template (non-exclusive)

One send of less than 7,000 names, including list cleanup.

**Custom template**      \$1,000

INCLUDES —

Up to three testing cycles of 17 different email clients, including Yahoo, AOL, Gmail, Outlook and more.

Contact us today to discuss how we can help you reach future customers through our ListServe technology.



Marketing Entrepreneurs Since 1980

517.783.2637

RJMichaels.com