Who is Doing It Already?

"Hilltop-Mail is an amazing marketing tool and in using it we can reach our clients speedily, with professional looking content."
Port Office Hotel

"We have found the Hilltop-Mail service to be an easy and economical way to reach our clients. We have been able to track and monitor the success of our email campaigns and it has become a vital way in which we communicate to our clients and guests."
RYDGES South Bank

"Hilltop-Mail has been a pleasure to use."
Seaworld Nara Resort

"The Sale was excellent and great feedback from the email design! We sold almost 50 cars over the 3 days. Put us into the number one position in Australia in December! Thanks for producing such a great marketing tool!"
Brisbane BMW

"Hilltop-Mail is 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

"How quick is the system? Well last week we sent out an email brochure entitled "Pandora's Box" and within three minutes the phone rang from a recipient who wanted an appointment the following day to view the property. Within the first hour we received five calls in all re the brochure.

Speed aside, its also extremely cost effective.

Thanks for introducing Hilltop-Mail to us."
Ray White Commercial Australia

"Hilltop-Mail 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!"

View case studies at www.hilltop-mail.com

Hilltop-Mail is used by 1000s of companies across many industries and is distributed by some of Australia's largest Web Hosters, Advertisers and Technologists.

Customers include:

- Clemenger Proximity
- George Patterson Bates
- Publicis Mojo
- Motorline BMW
- Bruce Lynton BMW
- Brisbane MINI Garage
- ABN Amro Asset Management
- Price Waterhouse Coopers
- Department of Education and Training
- Qld Department of State Development and Innovation
- Queensland Rail
- Education Queensland
- Gold Coast Airport
- Gold Coast Tourism
- The Brisbane Underground
- Mack Trucks Aust
- Multiplex Constructions
- QTech Business Systems (IBM Partner)
- Harcourts Property Consultants
- LJ Hooker
- PRD Nationwide
- IBM
- Telstra Shop
- Worldwide Printing
- Accor Hotels
- Crowne Plaza
- Intercontinental Hotels Group
- King Fisher Bay Resort
- Mercure Hotels
- Novotel Brisbane
- Palazzo Versace
- Seaworld Theme Park
- Sheraton Hotel
- Warner Bros Movie World
- Wet and Wild
- WebCentral
- Austrade - Australian Government

Hilltop-Mail

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Powerful
eMarketing Solutions
Just Add Content

" Hilltop-Mail is a powerful yet uniquely simple online marketing system that has provided me with hands-on management of my email marketing, communication and database management requirements. "
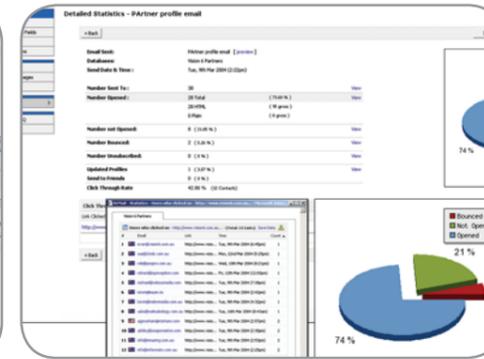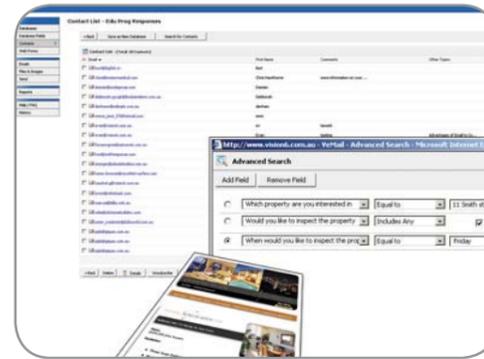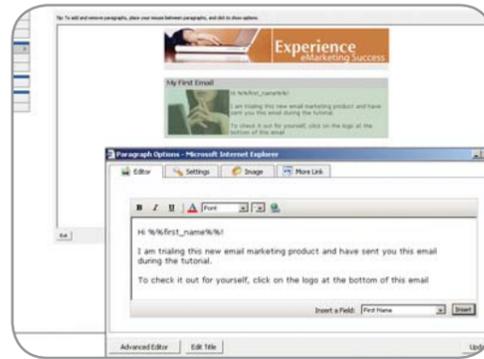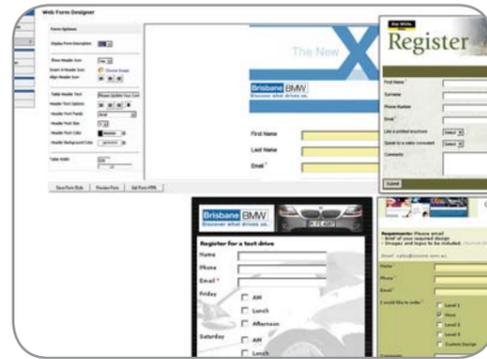
Hilltop-Mail

Effective Email Marketing Made Simple

Hilltop-Mail Empowers You to...

1. Build

Quickly build and manage your customer databases

Add online registration forms to your website and watch your customer databases grow with Newsletters, Sales & General Enquiries, and other web based forms.

Lead reports are automatically delivered to you each time someone subscribes to one of your databases.

You can even upload existing databases directly into Hilltop-Mail.

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 content can be personalised by inserting first names, company names or any other information contained in your database.

3. Send

Send targeted communications for increased ROI

Hilltop-Mail allows you to profile customers making it easy to send relevant content and offers to specific customer groups (eg. men, women, age, location, product/service).

4. Track

Efficiently track and analyse results

Hilltop-Mail provides full statistical information on each email sent.

You can view open rates, articles read, links clicked, who forwarded messages to friends and updated their profiles, and manage bounced emails and unsubscribers.

Brisbane BMW
Brisbane BMW's Successful Z4 Convertible Launch

Brisbane BMW recently launched an email marketing campaign for the release of the long awaited Sporty new Z4 Convertible to a select group of customers. The purpose of the campaign was to generate interest for Test Drives.

The campaign design included:

▶ Attractive graphics detailing the impressive characteristics of the Z4
▶ Branded Test Drive Registration forms allowing instant responses from interested recipients

The Results
Within 24 hours 55% of the 1303 recipients read the email with 8.6% responding and 4% registering for a test drive.

A further 9 people sent the offer to friends. Numerous recipients also fronted at the Brisbane BMW showroom for the Test Drive offer.

By the end of the week several Z4's had already been sold!

Need More Power?

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

Create Online Forms
Warranty forms, Applications 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 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 Emails
Pro-actively communicate with new customers! Design automated messages to be triggered when customers subscribe or enquire via your web site.

System Security

Data Security
Hilltop-Mail complies 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.

Physical Security
Australia's largest web hosting provider ensures our servers are physically secured behind several layers of protection, with the data centre being monitored 24 hours a day, 7 days a week.

Technical Information
Servers:	Located at WebCentral
Database:	MySQL
Language:	PHP
Security:	SSL encryption
Platform Independent:	Windows; Linux; Solaris

Retail Pricing

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

Monthly Access Fee

Total Contacts	Monthly Fee*
0 - 1,000	$30
1,001 - 5,000	$50
5,001 - 15,000	$90
15,001 - 50,000	$150

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

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

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Visit www.hilltop-mail.com
free 30 day trial

SPAM compliant for your piece 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 methods to maintain clean lists even when managing on and offline databases.

www.hilltop-mail.com