



	Basic	Advanced	Pro
	RM1,500 per month	RM3,000 per month	RM4,000 per month
Strategy Consultation	✓ On 3rd Party Contents	✓ On content topics, specific business/marketing objectives & Call-To-Actions (CTA)	✓ On content topics, specific business/marketing objectives and Call-To-Actions (CTA)
Email Database Management (Manage bounced and invalid emails)	✓	✓	✓
Source Relevant 3rd Party Contents for Weekly Newsletter	✓	No, since we will be producing original contents for you & your business.	No, since we will be producing original contents for you & your business.
Source Relevant 3rd Party Contents for Weekly Newsletter	✓	No, since we will be producing original contents for you & your business.	No, since we will be producing original contents for you & your business.
Mobile-Friendly Newsletter Templates <ul style="list-style-type: none"> Your Brand Logo Contact Details Social Media Links 	✓	✓	✓
Subscriber Onboarding Email Sequence (For new and existing databases, with different sequences for up to 3 market segments/sale cycle stages.)	✓	✓	✓
Newsletter sign up forms (subjective to your website's designs and integration capabilities)	✓	✓	✓
Track performances (Open, click and respond rates)	✓	✓	✓
Monthly Report and Strategy Recommendation	✓	✓	✓
Craft Original Content for your Target Market <ul style="list-style-type: none"> We generate the topics so you can just pick the topics we should write on Our team of writers and content creators will produce a 500-800 word article for you Infographics may be used for selected topics (when relevant) Up to 3 revisions 	✗	✓	✓
Customised CTA in the Articles (up to 3 market segments/sale stage)	✗	✓	✓
Format Articles into Newsletter-Friendly Format	✗	✓	✓
Setup WordPress Blog at Your Site (www.yourdomain.com/blog) <ul style="list-style-type: none"> Your company logo Matching fonts and colour scheme Social media links/feed 	✗	✗	✓
Newsletter Sign Up Forms <ul style="list-style-type: none"> Sidebar Footer Exit Intent 	✗	✗	✓
Convert Articles into Blog Posts with: <ul style="list-style-type: none"> Layout Formatting Backlinks Images & Illustrations 	✗	✗	✓
Promote individual blog articles with up to 10 snippets over a year, posted periodically on your social media profiles (LinkedIn, Facebook, Twitter)	✗	✗	✓
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