

Email Packages

As a self confessed email geek and email being my “happy place” I have a great deal of experience helping businesses kick start their email automation success! Below are some of my packages and services.

Domain authentication & setup

- Set up SPF, DKIM and DMARC protocols to authenticate your domain
- Ensure proper configuration and testing to improve email deliverability
- Review DNS settings for compliance with best practices
- Sender & reply to address set up

£495

Deliverability health check

- Full audit of deliverability metrics, sender reputation, blacklist checks and email engagement
- Customised recommendations for improving deliverability and email performance
- Optional: Implementation of deliverability best practices (quote-based)*
- Optional: Monthly monitoring with ongoing adjustments to improve performance**

£600

Automated sequence setup (3-step)

- Setup of basic 3-step automated email sequence (e.g. welcome series/basic nurture/abandoned basket).***
- Define and implement triggers, set decision nodes for non-openers and configure exit conditions.
- Full sequence testing to ensure functionality.

£700

All prices exclusive of VAT

Email platform integration (No workflows)

- Complete platform setup with domain authentication, custom tagging and segmentation
- Platform account setup, integration testing and ensuring proper syncing with connected systems (e.g. CRM or eCommerce).

£700

Email platform integration with basic workflow

- Full platform setup including domain authentication, custom tagging, and segmentation.
- Setup of basic workflow (3-step, i.e. welcome series, nurture, abandoned cart).
- Integration testing to ensure smooth functionality
- Training documentation & handover session for managing the platform.

£1800

Add on services

*Implementation of deliverability best practices

Implementing the best practices in the audit, including list cleaning, content adjustments, and more.

Pricing on request

(depends on specific needs and recommendations).

**Monthly deliverability monitoring

Reviewing deliverability metrics blacklist checks and sender reputation monthly, and providing actionable insights and adjustments to content, sending practices and frequency to maintain/improve inbox placement.

£150 p/m

(minimum of 3 months).

***Advanced workflow design & implementation

Complex automations, including lead scoring, behaviour-based targeting and custom journeys.

Pricing on request

(depends on scope, complexity and volume of workflows).

All prices exclusive of VAT

Automation campaigns

Automated campaigns can help save businesses time and money on their email activities. Let me help you design and build your automation library to ensure success.

A/B testing & optimisation for automation

- Set up A/B tests within automated emails (subject lines, content, CTAs)
- Track and analyse performance metrics to determine the most effective elements.
- Optimise the winning variation for future automations.

£350 - £500 (depending on scope)

Dynamic content in automations

- Implement dynamic content blocks within emails for personalised experiences.
- Set conditions to show different content to different user segments.
- Test and verify that content dynamically adjusts based on user data

£500 - £1000 (depending on scope)

Event based automations

- Create automations triggered by specific user events (e.g. birthdays, anniversaries, milestones).
- Design personalised content for each event type
- Test the automated flow to ensure timely delivery

£500 - £1000 (depending on scope)

All prices exclusive of VAT

Lead nurturing automation

- Develop a lead nurturing email series tailored to prospects based on their engagement level.
- Configure triggers and personalised content based on user behaviours (e.g. downloads, page visits).
- Set up follow-ups for non-responders to move them through the sales funnel.

Price available on request

(dependent on scope, volume and complexity)

Training & onboarding automation

- Create onboarding sequences to educate new users about products/services.
- Set up email flows to deliver tutorials, resources, or welcome messages over time.
- Test and optimise the flow to ensure users receive content at the right stages.

Price available on request

(dependent on scope, volume and complexity)

Lead scoring automation

- Determine the most important behaviours, actions or characteristics to indicate high-value leads.
- Assign point values based on lead actions and demographic data.
- Setup automated lead scoring system to assign leads as they interact with content.
- Set up automation rules based on lead score.

Basic setup from £600

Advanced setup (complex segmentation/multiple criteria) from £1100

Email preference centre setup (platform setup not stand alone)

- Understand the types of email communications being sent (newsletters/promotions/product updates etc) and preferences to be managed
- Define categories of content and frequency options available
- Customise platform preference centre to align with branding, logo, fonts and colours and implement intuitive CTAs
- Connect preference centre with platform lists, segments and automations
- Configure tags and segments based on selected preferences.
- Test the preference update process within the platforms framework
- Implementation of a confirmation email to notify users that preferences have been updated
- Provide documentation on how to manage the preference centre within the chosen platform

From £1200

All prices exclusive of VAT

Training & onboarding

So you've got your shiny new platform! Now what? Let me provide you with training documentation and guidance so you can hit the ground running with your marketing campaigns.

Documentation only

- Comprehensive written guides with screenshots and explanations tailored for your business account setup
- Cover email campaign creation, list segmentation, basic automations and performance analysis.
- Platform specific documentation (e.g. Mailchimp, Brevo, Klaviyo etc).

£250

Virtual training workshop

- 90 minute virtual workshop via Google Meets
- Covering setup, automations, list segmentation and campaign management tailored to your account setup criteria
- Real-time demonstrations and Q&A
- Comprehensive written guide with screenshots and explanations

£450

In-person training session

- Full-day in-person training session at your location
- Deep dive into advanced features like automation workflows, dynamic content and A/B testing.
- Personalised session with real-time problem solving and team engagement
- Comprehensive written guides with screenshots and explanations.

from £900

(costs vary depending on location and number of attendees)

All prices exclusive of VAT
