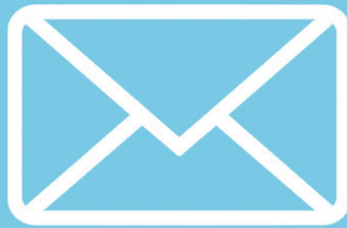


# Email Services & Pricing Guide





# Hey there! Welcome to your new email team!

I'm Emily, co-founder and email marketing strategist at Westfield Creative (a Mailchimp-focused email agency).

We're here to help you and your business unlock the power of email marketing. We are certified Mailchimp email marketing experts (and official Mailchimp Pro Partners) and we'd love to manage your emails.

Our team is  
**obsessed**  
with the power  
of email and  
how it can  
grow  
your business.

**Westfield Creative is a small, creative (yet techy) team who loves to help business owners make more money and gain new leads through email marketing.** We started in 2015 and have sent thousands of email for hundreds of clients.

Let us know how we can help you!

A handwritten signature in black ink that reads "Emily". The signature is fluid and cursive.

Co-Founder & Email Lover, Westfield Creative



# Client Roster

From beverage brands to universities and everyone in between, we've served hundreds of clients and here are a few that we have worked with on their email marketing.

- **Atlanta BeltLine**
- **Columbia University**
- **Postable**
- **Sparkling Ice**
- **Orangina Beverage USA**
- **WellBeing Brewing**
- **Qira Inc.**
- **Trademark Hardware**
- **Tufts University**
- **Cladwell**
- **FitReserve**
- **The United Center, Chicago**
- **Exectras**
- **CheddarUp**
- **JunkRelief**
- **Doich Food Brands**
- **M&J Trimming**
- **Strayhorn**
- **Copenhagen Imports**

# WHAT WE OFFER



**We offer outsourced monthly email marketing and Mailchimp training.** We work with you and your team monthly to fully manage and design your campaigns. Whether that is one email per month or 25, our team is capable of handling your email marketing workload. And if you need training, we do that too.

Monthly Email Management

Template Design

Mailchimp Training

Automations/Flows



# RESULTS

Our goal is to make sure you're not leaving money on the table.

Below are just a few results from our client work that we've helped clients achieve. We have many more. Please ask and we can share more case studies of our work.

Journey performance ⓘ [See all journeys →](#)

Active since	Days active	In Progress	Completed	Orders	Revenue
since Apr 16, 2024 <b>Welcome Series- Email Subscribers</b>	64	--	28,577	722	\$35,770
since Apr 5, 2024 <b>Recover abandoned carts</b>	75	--	2,867	82	\$8,192

22.9%	0.7%	\$2,020.00
Opens	Clicks	Revenue
21.5%	0.5%	\$4,499.54
Opens	Clicks	Revenue
23.6%	1.2%	\$7,554.50
Opens	Clicks	Revenue
23.0%	0.6%	\$2,763.50
Opens	Clicks	Revenue
24.4%	0.6%	\$3,980.79
Opens	Clicks	Revenue
21.8%	0.7%	\$3,486.50
Opens	Clicks	Revenue
22.9%	0.5%	\$2,629.95
Opens	Clicks	Revenue

1. We sent 6 email campaigns last week (including the Postable Plus reminder and Father's Day Opt Out email)
2. **Best Performing Email (Revenue) Last Week:** The "Early Access Memorial Day Sale" last Monday 5/20 was the top revenue-earning email with \$7057. I will add these "plain text" emails to our [Best Performing Emails](#) sheet.  
  
And a note that the Monday emails for the last few months have typically been the top revenue performers every week.
3. **Email With Highest Click Rate Last Week:** The two "plain text" emails had the highest click rates last week (.92%) -- The Father's Day Opt Out email and the Early Access Memorial Day email.
4. **Total Revenue From Email:**  
Attributed Revenue from email this week was \$23,888. You generated \$17,689 from Campaigns and \$6,198 from Flows. (Flows were down slightly from the previous week)



# Monthly Email Management

We serve as your outsourced email marketing team, for the fraction of a cost. We will plan, design, format, test and schedule your emails for you on a weekly or monthly basis.

## WHAT YOU'LL GET:

- ✓ Monthly Editorial Calendar
- ✓ Design of a beautiful email campaign, including formatting of all content
- ✓ Creation of custom graphics
- ✓ A/B testing and optimization
- ✓ Mobile testing for all campaigns
- ✓ A detailed monthly report and recommendations on strategy

MONTHLY PACKAGES START AT  
**\$499 per month**



# Mailchimp Training

We are Mailchimp Pro Partners and offer one-on-one Zoom trainings. We offer 30 minute and 60-minute trainings on anything within Mailchimp or email marketing.



## WHAT YOU'LL GET:

- ✓ A 30 or 60 minute, recorded Zoom session with Emily Ryan, Mailchimp Pro Partner
- ✓ The chance to ask all your burning Mailchimp questions
- ✓ Training on anything Mailchimp or email marketing related you can think of

30 MIN:  
\$175

60 MIN:  
\$325

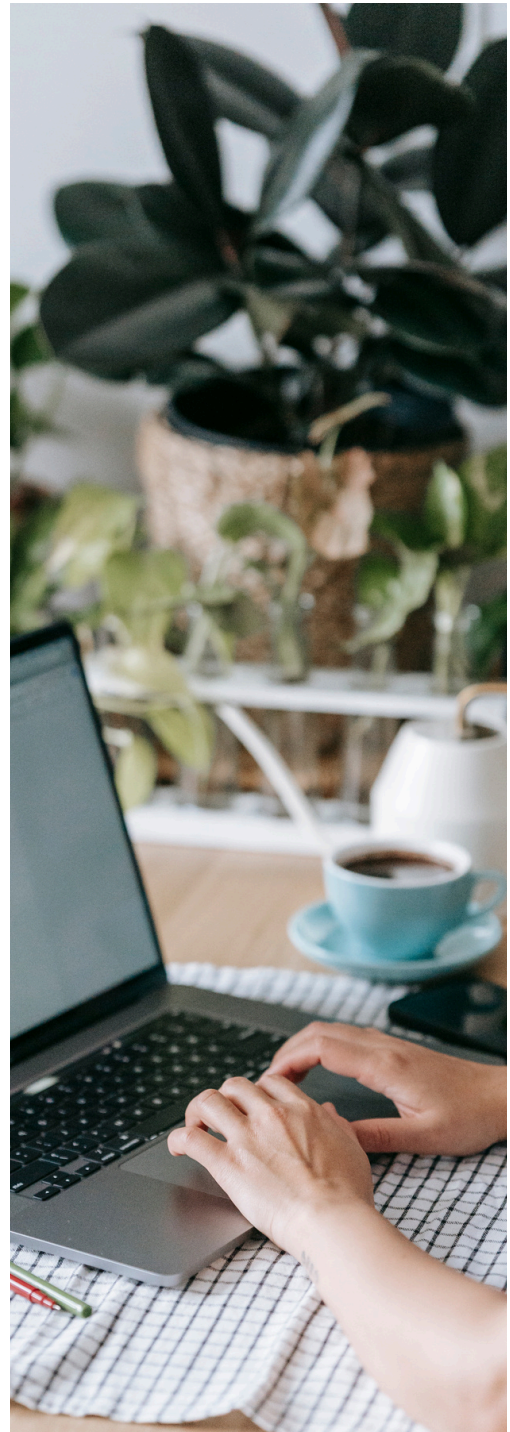


# Template Design

We design beautiful, Mailchimp "drag and drop" email templates that are mobile-friendly and follow email marketing best practices.

## WHAT YOU'LL GET:

- ✓ You'll receive a beautiful, ready-to-use template that you can change out content on for future emails
- ✓ Mobile-tested and optimized for various email clients like Gmail, Yahoo and Outlook
- ✓ A video walk-through of how to use the template



**STARTING AT:**  
**\$699**



# OUR SERVICES

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Starting at  
**\$499**

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**\$175**  
30 min  

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**\$325**  
60 min

## Other Email & Web Services

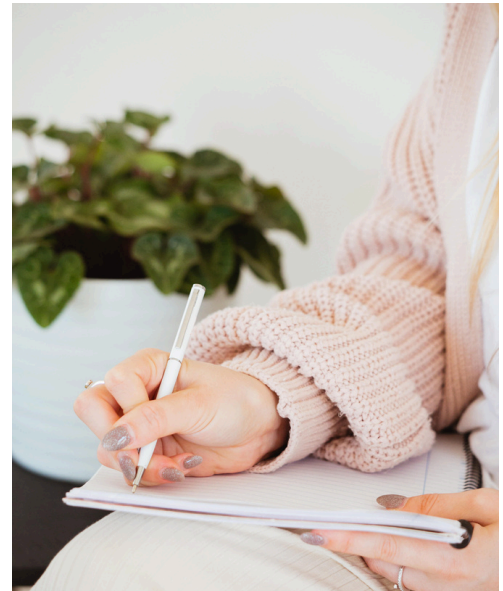
We also design landing pages, install pop-ups, setup welcome sequences and offer one-on-one email strategy sessions and audits. Contact us for a custom quote.

Contact Us



# NEXT STEPS

- 01 FILL OUT OUR INFO FORM**  
[Click here](#) to fill out our information form so we can find out exactly what you're looking for. This will help us come up with the most accurate quote.
- 02 DISCUSS NEXT STEPS**  
[Email us](#) to discuss your project and we'll set up an intro call to go over our processes and answer any questions you may have.
- 03 SIGN WORK AGREEMENT**  
We'll send over a short work agreement for you to e-sign.
- 04 PAY 50% FIRST INVOICE**  
We will send an initial invoice for a 50% deposit for the first month of work or for the project, which you can pay online via credit card or bank account.
- 05 WE GET TO WORK!**  
Our team will start on the work you have requested and will provide you with details along the way.



## CONTACT US

### SCHEDULE A CALL

[hello@westfield-creative.com](mailto:hello@westfield-creative.com)

### OFFICE HOURS

M - F 9:00am - 5:00pm CST

### WEBSITE

[www.westfield-creative.com](http://www.westfield-creative.com)

### SOCIAL MEDIA

[@emilyryanlikes](https://www.instagram.com/emilyryanlikes)

[@emilyryantweets](https://www.twitter.com/emilyryantweets)



# WE LOVE OUR CLIENTS

Here are a few of the wonderful brands we've worked with - big and small - ranging from tech to designers, authors to non-profits, e-commerce companies, and more.







# TESTIMONIALS

## Giordana G.

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“ Westfield Creative was a pleasure to work with. Very fast to respond, created easy to use templates that are very visual and have increased our open rates and click thrus. We will absolutely be using them in the future for any more email marketing needs.

## Brittany M.

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Emily and her team were fantastic to work with. I didn't have any idea where to begin with my template designs and they guided me throughout the whole process. They were very welcoming to my notes and changes, and gave me great ideas and advice on layouts and formatting. Extremely quick to respond. A pleasure to work with, will definitely be using their services again in the future.

”

## David M.

---

“ I'm new to Mailchimp and needed to learn how to create a campaign. With just a few questions Emily zeroed in on exactly what we needed and walked me through the steps while offering advice and tips along the way. Awesome!



Consumers believe  
email is more likely  
to be around in 10  
years than Facebook,  
Twitter, and cable  
television.

- Litmus



# FAQ's

## **Do you report back on how the emails performed?**

Yes. Reporting is incredibly important to email marketing. If we don't know how your email perform, it's hard to know the best approach. We report back to you typically after email campaign or once a month for monthly clients.

## **What's your typical turnaround time for email campaigns?**

We have a minimum 24 hour turnaround time for all email requests. We typically turn around campaigns in 2-4 days, but if you need quicker, let us know.

## **Do you have an hourly rate if I need extra help?**

Yep! Our hourly rate for all ad-hoc requests is \$125/hour.

## **Do you do websites and social media?**

We no longer do website work and social media, but we can refer you to some great agencies who do!



# LET'S GET STARTED!

Ready to move forward? Simply email us with details on what kind of work you're looking for, and we can get started right away.

[EMAIL US NOW](#)

We're super excited to help you grow your business through email. We're truly obsessed with email here because we've seen how it can grow your biz. We also pride ourselves on being a family business, so we know what it means to grow something you care about.

*Emily & Elizabeth*



Elizabeth & Emily circa 1985