



THE ALTERNATIVE BOARD
Change Perspective. Improve Business. Enjoy Life.

The Alternative Board Open Moves Vendor Offerings

Account Types:

OM offers two types of accounts for TAB customers:

OM Select Service at \$99.00 per month

- OM will flow monthly TAB copy into your existing template.
- You provide any changes to copy, article additions and deletions, new call-to-action, new GIM events, etc.
- OM will incorporate the changes and send you a test email to review and approve.
- OM will link your TFFT to a web site, event landing pages, e-topics registration, etc. if applicable.
- OM will update your list with new email addresses, merge and de-dup the names.
- OM will deliver the e-newsletter to your selected list.
- OM will ensure your monthly TFFT gets sent on a regular basis, each month.

OM Lite Service at \$49.00 per month

- If you have time on your hands and know some HTML, our Lite service is for you.
- You can send Tips From the Top® using the template we created for you and customize it as you see fit.
- You can also send e-blasts on your own using basic, existing TAB templates.
- You can create triggers and dynamic content on your own as well as any of the other advanced features in OM2, our online account service.

All Accounts Include:

Online Account Setup

- OM will setup your account on the OM2 web based email platform.
- OM will create custom fields and categories in your uploaded database.
- OM will import your email lists from Outlook, ACT!, Constant Contact and others.
- OM will create: subscribe/ unsubscribe buttons, sign up and send-to-a-friend forms, subscribe forms for your website.
- You can have unlimited contact records, unlimited images and free archiving of past emails.
- You can send up to 10,000 emails per month.
- Advanced OM2 email functionality including:
 - » Integration with Salesforce.com
 - » In-depth reporting per individual activity with no time limit
 - » Automated triggers and dynamic content
 - » Inbox preview, A/B testing, SPAM reporting, etc....
 - » 7x 24 reporting with easy exporting or all results



Customized Tips from the Top® Templates

- OM will customize the TAB approved Tips from the Top® template using your images and contact info.
- You can review the design and OM will revise per your feedback.
- Upon your approval, OM will convert the design into HTML code and upload to the OM platform ready to use.





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Additional Services for Either Account Type:



E- Blast Service: \$100 each

- When needed, OM will customize a TAB approved GIM template using your images and contact info as well as details for any of your sponsors.
- You review the design and OM will revise per your feedback.
- Upon your approval, OM will convert the design into HTML code and prepare for delivery.
- OM will send the e-Blast to your list once and a re-mail for the same price.
- OM can link to your satellite site and registration and landing pages as needed.



E-Topics series (12 emails): \$50/month*

- OM created (3) series of 4 emails each (12 total emails) containing the best member tips on Sales, HR and Finance.
- E-Topics are personalized and automated “drip” campaigns that are ideal for nurturing a prospect with relevant information to their “pain”.
- Prospects can sign up from your Tips newsletter directly from this communication.
- There is an easy sign up form to choose which tips they are interested in.
- OM will customize the email with your images and contact details.



Invitations for GIM & 1 - on - 1 Meetings \$200* per Campaign

- Increase GIM and 1:1 meeting sign ups with our event invitations email and landing pages.
- Choose an email invitation that is customized for you (multiple photos and text options are available).
- Easy registration from the email directly using the Register button or...
- A Learn More button that leads a reader to several options of how they can engage with you with specific content on Sales, Finance and HR.
- After signing up get a Thank You or Read More page.
- Once a prospect fills the form you are immediately notified via email, and they get a confirmation email as well.
- Each campaign includes the customization mentioned here and the sending of two email blasts to your entire data base.
- You get 24-7 tracking and automated reporting.



* Onetime charge of \$250 to set up the landing pages with all your content.