



EASE TECHNICAL CONSULTING

# email marketing

## SERVICE PACKAGES

BRISBANE, QLD, AUSTRALIA

EASETECHNICAL.COM.AU

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### STARTER PLAN

Regular monthly emails, written and sent for you.

### GROWTH PLAN

Campaigns twice a month, consistent and on-brand.

### PRO PLAN

Weekly emails, fully managed for you.

### EMAIL ADD-ONS

Extra campaigns and automations, when you need them.



## WE'RE EASE TECHNICAL CONSULTING

We're the team you actually wanted.

Most small businesses end up managing three or four different vendors for tech and marketing — and none of them talk to each other. Something breaks, nobody knows whose problem it is. A campaign needs a landing page, and suddenly you're the one coordinating between your developer and your marketer.

We fix that.

**Ease Technical Consulting** is a Brisbane-based team covering IT, websites, social media, email marketing, accounting, systems, and public relations. One team across all of it. Things get done, you stay in the loop, and nothing falls through the cracks.

We make it simple, fast, and efficient. So you can get back to running your business — *with ease*.

# who we are

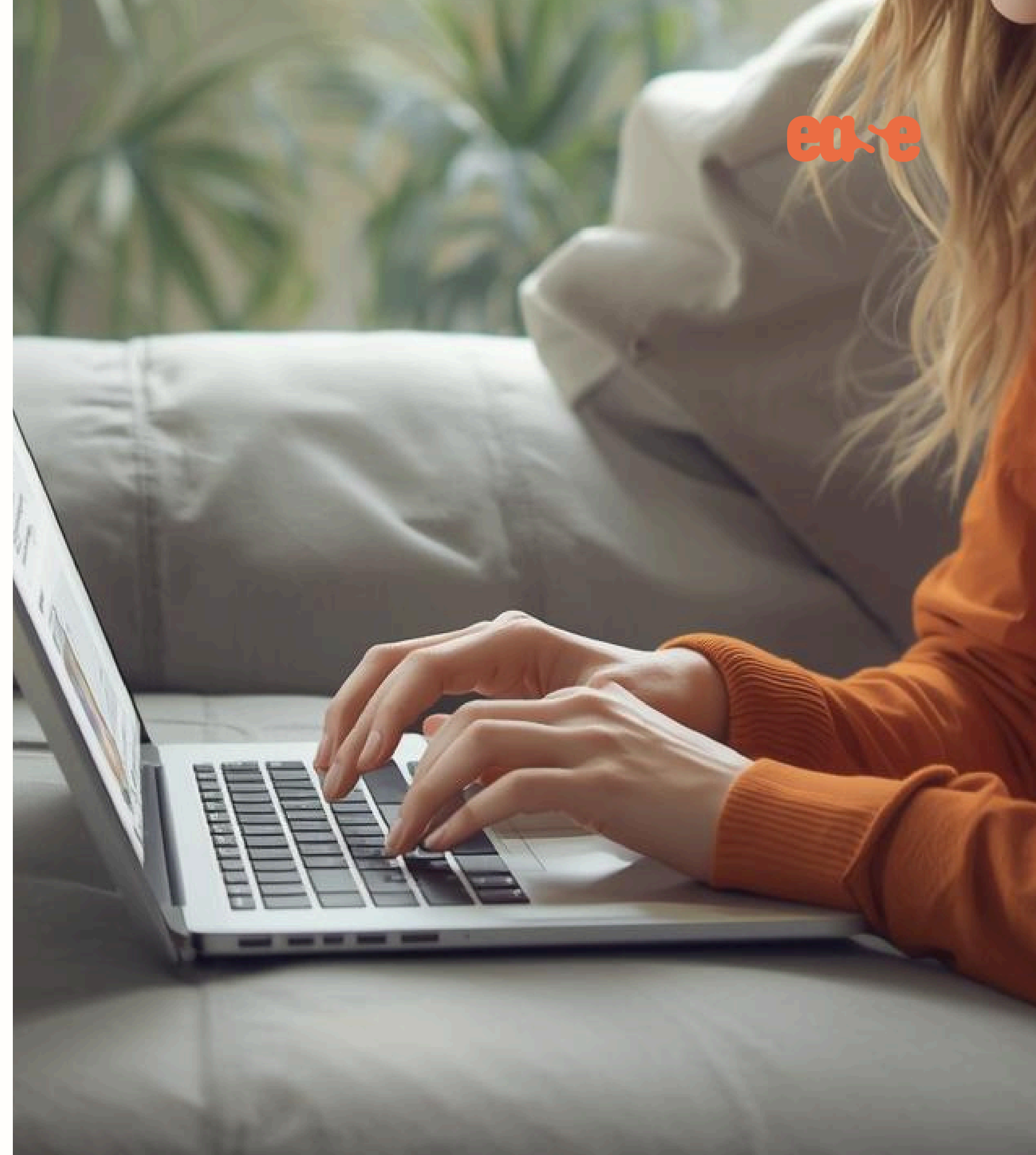
# about our service

## YOUR BEST CLIENTS ARE ALREADY ON YOUR LIST.

Email is still one of the highest-returning channels in digital marketing — and most businesses aren't using it properly.

**Ease Technical Consulting** handles everything from list setup to campaign strategy to the actual copy and design. Whether you're starting from zero or trying to make more of what you already have, we build email marketing that's worth opening.

No fluff. No mass spam. Just relevant, well-written and designed emails that actually move people.



# our process



## STEP 1

### YOU TELL US WHAT YOU NEED

Fill in our short questionnaire. Tell us about your business, your goals, and what's not working. No lengthy briefs or video calls required.

## STEP 2

### WE SCOPE AND CONFIRM

We come back with a clear proposal — what's included, the timeline, and the price. Everything confirmed in writing before work starts.

## STEP 3

### WE GET TO WORK

Work is delivered in stages with your approval at each step. Nothing goes live without your sign-off.

## STEP 4

### YOU STAY IN THE LOOP

Regular updates, monthly reports where applicable, and a direct line to your Ease contact throughout.

# Email Marketing

*Mailchimp · Klaviyo · Convertkit · and more*

Your list hears from you every month with campaigns written, designed, and sent consistently, without the overwhelm.

CHOOSE YOUR PLAN



# email marketing

## STARTER EMAIL PLAN

Campaigns	What's Included	Starts at
1 per month	<ul style="list-style-type: none"><li>• 1 campaign/month</li><li>• Campaign strategy</li><li>• Email copy &amp; design</li><li>• Scheduled send</li><li>• Subject line + preview text written</li><li>• Branded template</li><li>• Approval before every send</li></ul>	A\$ 350/mo

### WHAT WE NEED FROM YOU

- Brand assets — logo, colours, fonts
- Copy for all pages (or add copywriting to your package)
- Images — product, team, location photos
- Examples of sites you like for design direction
- Domain and hosting access

CHOOSE YOUR PLAN



# email marketing

## GROWTH EMAIL PLAN

Campaigns	What's Included	Starts at
2 per month	<ul style="list-style-type: none"><li>• 2 campaigns/month</li><li>• Campaign strategy</li><li>• Email copy &amp; design</li><li>• Scheduled send: 2 campaigns/month</li><li>• List segmentation</li><li>• A/B subject line testing</li><li>• Monthly performance report</li></ul>	A\$ 600/mo

### WHAT WE NEED FROM YOU

- Brand assets — logo, colours, fonts
- Copy for all pages (or add copywriting to your package)
- Images — product, team, location photos
- Examples of sites you like for design direction
- Domain and hosting access

CHOOSE YOUR PLAN



# email marketing

## PRO EMAIL PLAN

Campaigns	What's Included	Starts at
4 per month	<ul style="list-style-type: none"><li>• 4 campaigns/month</li><li>• Campaign strategy</li><li>• Email copy &amp; design</li><li>• Scheduled send: 2 campaigns/month</li><li>• List segmentation</li><li>• A/B subject line testing</li><li>• Near-weekly send cadence</li><li>• Full reporting each send</li><li>• Monthly performance report</li></ul>	A\$ 900/mo

### WHAT WE NEED FROM YOU

- Brand assets — logo, colours, fonts
- Copy for all pages (or add copywriting to your package)
- Images — product, team, location photos
- Examples of sites you like for design direction
- Domain and hosting access

CHOOSE YOUR PLAN



# email marketing

## COMMON ADD-ONS

Add-on	What's Included	Starts at
<b>Welcome sequence</b>	New subscriber or client onboarding — 3–5 emails.	A\$ 330
<b>Re-engagement flow</b>	Win back inactive subscribers before removing from list.	A\$ 330
<b>Post-purchase follow-up</b>	Thank you, review request, upsell, or repeat purchase.	A\$ 275
<b>Abandoned cart</b>	E-commerce timed reminder series to recover lost sales.	A\$ 385

Add-on	What's Included	Starts at
<b>List cleanup</b>	Remove inactive subscribers, fix tagging, segment list.	A\$ 220
<b>Template design</b>	Custom branded template built once, used for all sends.	A\$ 440
<b>Extra campaigns</b>	Additional sends beyond plan — same process & quality.	A\$ 165
<b>Website tracking setup</b>	Connect email platform to website — track clicks and conversions.	A\$ 220

# what else we do

Web & App Development is one part of what **Ease Technical Consulting** handles.

If your business needs support beyond this, we're set up for that too.



## ONGOING SUPPORT PLANS

Get things done without the overhead. Hourly, weekly, or monthly plans that cover all services.

## IT & SYSTEMS MANAGEMENT

Setup, monitoring, security, 365/Google Admin, and 24/7 critical response.

## SYSTEMS & OPERATIONS SETUP

Run smoother with your CRM, automations, and SOPs set up and connected.

## ACCOUNTING & BOOKKEEPING

Know your numbers. Xero reconciliation, BAS, payroll, P&L, and cash flow forecasting.

## WEBSITE DESIGN & DEVELOPMENT

A site that works as hard as you do, built on Wix, Squarespace, WordPress, or Webflow.

## APP DEVELOPMENT

Your idea built into a working product — iOS, Android, or web, scoped and delivered to brief.

## PUBLIC RELATIONS

Grow your media presence with releases written, distributed, and tracked monthly.

## SOCIAL MEDIA MANAGEMENT & ADS

Content created, scheduled, and managed across FB, IG, TikTok, and LinkedIn.

[SEE ALL OUR PACKAGES](#)

# why choose ease



## WHAT WORKING WITH EASE LOOKS LIKE:

- ✓ One team across multiple disciplines — no juggling separate vendors
- ✓ Clear proposals before any work starts — no bill shock
- ✓ Your approval at every stage — nothing goes live without sign-off
- ✓ Direct contact with the person doing the work — not an account manager
- ✓ No lock-in contracts — stay because the work is good, not because you're tied in
- ✓ Based in Brisbane, working across Australia

We're built for small businesses that want things done properly without the overhead of a large agency.



LET'S TALK!

ready to get  
started?

Tell us what you need and we'll come back with a clear scope and price.

Website: [easetechnical.com.au](https://easetechnical.com.au)

Point of Contact: **Emma Sciberras** | Executive Director

Email address: [emma@easetechnical.com.au](mailto:emma@easetechnical.com.au)