



Route 1 Email

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Route 1 Email

Project Name

Route 1 Email

Mission Statement

Route 1 Email offers a low-cost solution for small business trying to jump-start their email marketing campaign by selling email templates that can be used with MailChimp's free account.

Project Goals

Within the first year, the goal will be to make enough money selling templates to cover the overhead charges of starting the business; this includes the domain registration fee and maybe even a small share of the hosting cost. Route 1 Email would also like to establish a position within search engines as an option for free templates, if not for paid templates, because then AdSense can be used to incur revenue from just the incoming traffic to the website that is there to pick up free templates.

Within six months of the launch, Route 1 Email should have a solid marketing campaign on social media platforms and be offering discounts or specials to followers. This means that Route 1 Email needs to encourage people to follow them on

Facebook or Twitter.

Finally, at a minimum Route 1 Email needs to add at least 3 paid templates and 1 free template a month to increase variety of their product each month.

Primary Target Audience:

Route 1 Email will direct the majority of marketing towards small business owners or crafts people who are either self-employed and the sole member of the business, or have 1-4 employees, which is roughly 3,055,932 establishments and firms according to "Statistics about Business Size (including Small Business)" from the 2004 U.S. Census.

Secondary Target Audience:

Churches, schools, and non-profits are also usually looking for ways to save money. These organizations are large enough that they probably have some email distributing platform set up, but they may have volunteers running the email-marketing division. These individuals may only have a background in administrative office software such as Microsoft Word. Given their new role, they simply want to find a means to do the job as quickly and easily as possible without investing a lot of time in their position.

Feature Set

Website users must be able to view and make purchases as anonymous users without having to create an account prior to checkout. In addition, once a template has been purchased and payment

Perception Tone

Helpful and upbeat

Communication Strategy

Route 1 Email will promote itself through use of social media such as Twitter and Facebook. Through these services, Route 1 Email can provide small businesses and craftspeople with other useful information on tips and services that aid in a more complete online presence.

Competitive Positioning

Of the first twenty entries available on Google for a search on email marketing 9 of the 12 were email distributors that charge a monthly fee for the full email marketing setup. Route 1 Email acts as a cheaper alternative, allowing users to register for a free accounts with an email distributor and then only pay for the download of an email template.

In order to compete with similar email template sellers, Route 1 Email will also offer good quality free templates as an incentive to get customers onto its website. Most free templates available online were of inferior quality compared to paid templates available. Rather than reducing the quality of the template, Route 1 Email will offer free templates that appeal to narrower audience goals or which are seasonal.

verified, the user must have the ability to download their files immediately afterward. The website will automatically log users into their new account where they can download their files and it will also email the customer a receipt and an email containing the file download links.

In regard to the email templates themselves, each package will come with the necessary files to load the template into a distributor (images folder, single index.html). Included as well will be a tutorial on how to use MailChimp as a distributor, the PSD file for the template, a tutorial on editing the text and/or content images within the template, and a EULA.

Technology Analysis

The Route 1 Email e-commerce site will be built onto the CMS Drupal using Ubercart and Microcart as the primary modules. PayPal will be used as the merchant account because PayPal permits credit card transactions, retains the customers' personal information on their secure server, and they do not involve a monthly fee. Their fees are 2.9% + \$0.30 per transaction on monthly sales of \$0 to \$3,000.

Resource & Budget Analysis

Hosting will be through JustHost (currently already pre-paid and not included in the budget for this project). A domain with the .com extension will be obtained from 1&1 Internet Inc. for \$9 a year, with WHOIS privacy protection included for free. Twitter and Facebook accounts can be obtained for free. Email can be run through the domain.

Templates will be built in NotePad++ and Photoshop, both which are currently available for no additional cost. Testing will be done in Gmail, Yahoo!, Hotmail, Windows Live, Outlook 2010, and Thunderbird. Accounts for Thunderbird, Hotmail, Windows Live, and Outlook 2010 will have to be created – Outlook 2010 and Windows Live have already been purchased and all other email platforms allow free accounts to be created.

Route 1 Email

Customer Persona #1:



Name: Monika Reese
Occupation: Craftsperson
Age: 36

Monika Reese runs a hobby-business designing custom leather accessories such as purses, bags, belts, and wallets. She does the local crafts show circuit in her area and sells her products online

through Etsy. She'd like her customers to have the ability to view new products and see a list of craft shows she'll be attending, but she is concerned that they won't bother to look up her profile on Etsy. She would prefer a more immediate means of presenting information, but since she currently does not have her own website, she'd like offer customers at the craft shows a way to sign up for an e-newsletter to receive this information. Because Monika's business is less than one year old, she does not have a large consumer base yet and she is reluctant to shell out a large sum of money for email marketing. She'd prefer to test the waters first and see whether it works for her.

Researching online, Monika has discovered that most of the big distributors are for large-scale companies, but she has run across email template retailers. She just doesn't want to have to buy a template on top of paying a monthly distributor service fee. Then she runs across Route 1 Email, which advocates buying their template and then using it with MailChimp's free account (a tutorial being included with the template). Monika looks into MailChimp and the free account appears to be just what she needs while she determines if email marketing is a good investment for her business.

accidents of this nature. Nye formed this non-profit in remembrance of his daughter Aliena who was killed in car accident, when the other driver took their eyes off the road to read a text message, ran a red light and T-boned Aliena's vehicle. Nye has been gaining support for his organization, but he needs a way to increase awareness of public council meetings and petitions that are going on around the state, so that people who support Aliena's Road can attend and bring stricter laws into governance.

Since most of his funds go towards public campaigns against cell phone usage while driving, Nye has been on the look-out for a cheap alternative to email-marketing. He knows that he'll have to factor it into his budget in sooner or later, but he's still trying to find a way to keep rallying support simple and affordable. An acquaintance mentions a template service that their church just used and Nye investigates Route 1 Email. The \$12-\$20 charge for a pre-made template seems preferable over the \$99 charge for a custom one and he is enthusiastic when he sees that the email distributor that Route 1 Email recommends offers a 15% discount to non-profits. Nye chooses a template from the Abstract Feelings category and begins his first experience with email marketing.

Customer Persona #2:



Name: Nye Rodock

Occupation: Manager of ACE Hardwood Store & President of Aliena's Road

Age: 52

Nye Rodock recently established a non-profit called Aliena's Road, which educates people about the dangers of using a cell phone or text messaging while driving and funds legislature to help prevent

Customer Persona #3:



Name: Spencer Michaels

Occupation: Mother & Substitute Teacher

Age: 34

The Parkinsville Elementary PTA board is looking for a way to get more parents involved with the school and increase fund-raising. Spencer Michaels substitutes part-time in the Parkinsville

Elementary school where her two sons attend and does fund-raising for the PTA. Spencer has been given permission to use the school's email system – Outlook – to send mass emails out to parents about new fund-raising activities and how to get involved, but she really has no interest in maintaining any kind of web space for the PTA. Having two elementary-aged sons and working as a substitute in area schools, Spencer values her free time, so rather than create a custom email template she simply goes to the web to find a free one. Not having a wide variety to choose from Spencer is just looking for a simple free template with some bright colors or that otherwise suggests children. She runs across a free education-appropriate template at Route 1 Email and even though she has no interest in purchasing a template, she makes note of the website so that she can tell anyone else who needs a free template where she found hers.

CampaignMonitor.com – Software company that builds email marketing software (email distributor) for designers and their clients.

Price: \$15 for 0-500 subscribers (basic rate)

Support: Template editing instructions zipped into product package and available through the website

Free Templates: Yes

Extras: Includes lots of resources on website for building great templates for clients

The screenshot shows the CampaignMonitor.com website. The navigation bar includes: CampaignMonitor, Features, Pricing, Customers, Resources, Support, and Our Story. The main headline reads: "Email marketing software for designers and their clients". Below this, it says: "Send beautiful email campaigns, track the results and manage your subscribers. Earn a tidy profit by letting your clients send at prices you set." There are two buttons: "TRY IT FOR FREE" and "VIEW FEATURES". A sidebar on the right shows a dashboard with a line graph and a pie chart. The pie chart data is as follows:

| Category | Count | Percentage |
|--------------|--------|------------|
| Unsubscribed | 15,424 | 34.83% |
| Clicked | 2,997 | 29.59% |
| Unsubscribed | 29,901 | 0.74% |
| Not Opened | 14 | 14.00% |
| Forwarded | 40 | 40.00% |

Below the main content, there are three feature highlights:

- Create & Send Beautiful Emails**: Design great looking emails using your own tools, or create templates and let...
- Manage Lists & Subscribers**: We handle signups, unsubscribes and bounces automatically. Easily create...
- Send unlimited email campaigns for as little as \$15** (with a "NEW" badge).

Route 1 Email

ConstantContact.com – Offers email marketing, online surveying, and event planning tools targeted toward small businesses and organizations.

Price: \$15 for 0-500 subscribers (basic rate); \$2 discount for non-profits (on basic rate)

Support: Included on website

Free Templates: Yes with 60-day trial of service

Extras: For additional fee, offers custom-designed templates and for \$5 access to stock images



Route 1 Email

MailChimp.com – An email distributor that focuses on email marketing, contact management, and intergration with social media.

Price: Free for 1200 messages/2000 subscribers

Support: Included through website

Free Templates: Yes, basic structure only unless software is downloaded first, which gives access to styled templates

Extras: Paid stock image availability



Route 1 Email

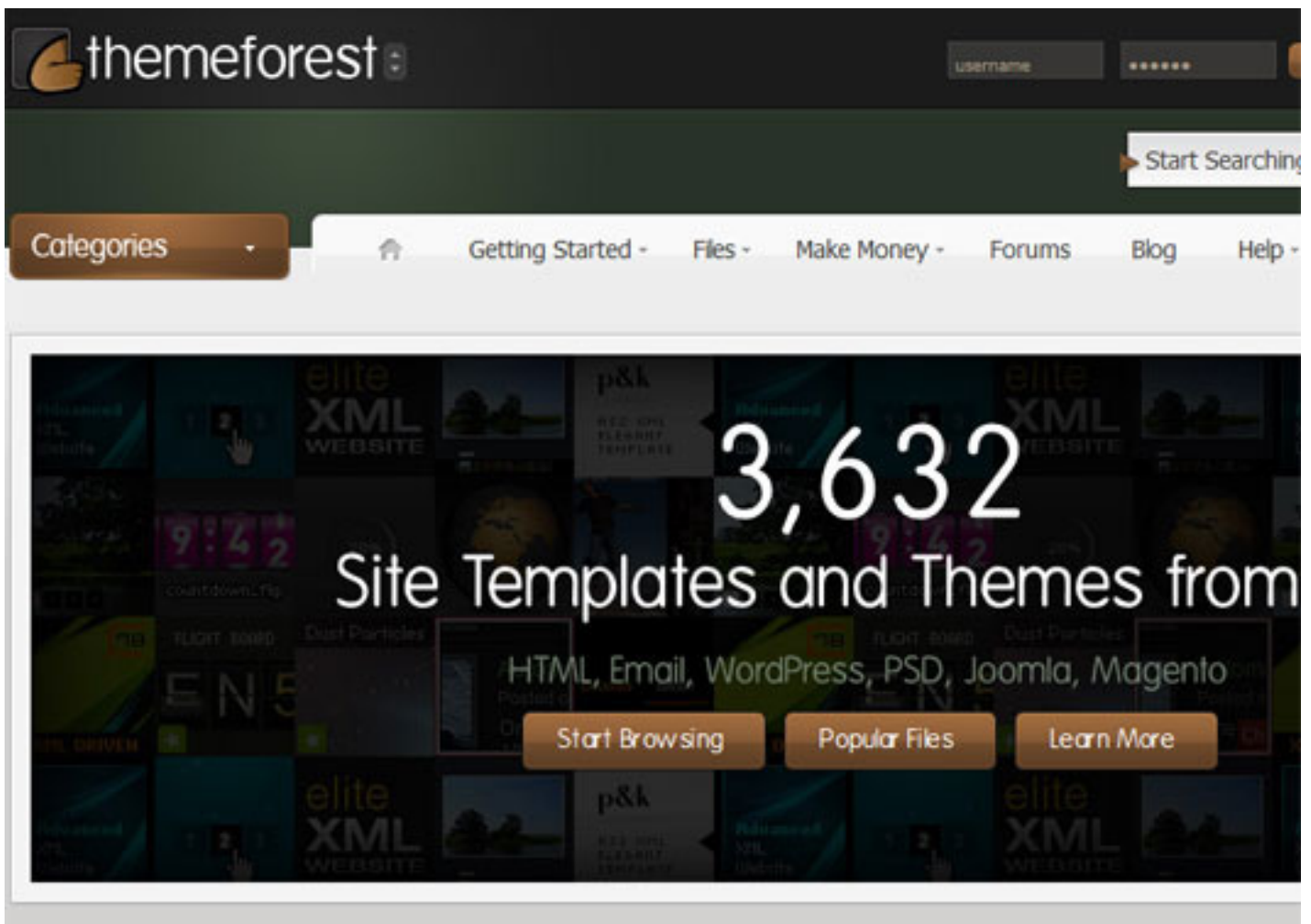
Themeforest.net – An e-commerce website selling a variety of templates, including email templates, but more specialized in CMS templates.

Price: \$9-\$18 per template

Support: Forum available through website

Free Templates: No

Extras: PSD files include in download, allowed users to upload their own templates for sale



Route 1 Email

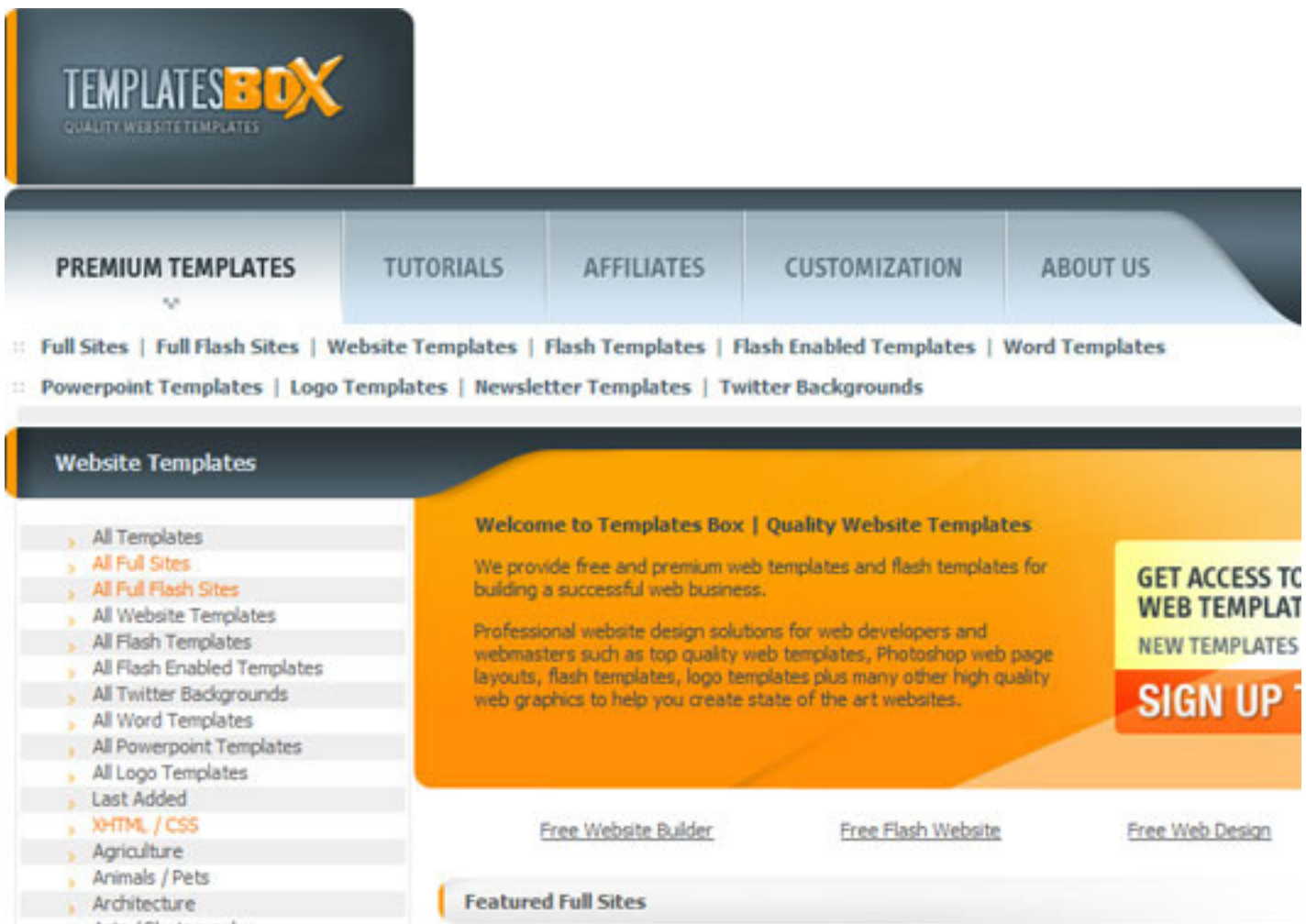
TemplateBox.com – An e-commerce website selling a wide range of templates, including email templates, but more focused on website templates (rather difficult to locate the email category).

Price: Not available

Support: Included on website

Free Templates: Yes, but required 3rd-party survey to be filled out before one could access them

Extras: Had e-flyer templates available as well



Marketing Plan

Route 1 Email will be promoted as a resource for small business owners trying to save money. Route 1 Email will strive to serve businesses by including tutorials on how to get started in email marketing packaged with their templates. In addition, Route 1 Email will post resources to their Twitter and Facebook pages that will hopefully encourage a following among small business owners and organizations. In addition, Route 1 Email can offer special promotions and/or short-time free templates to those who are followers or fans of the company.

By also marketing Route 1 Email as a source for good quality free template downloads, Route 1 Email can boost its web presence among competitors on search engines, while also offering more paid templates than free templates. While offering quality free templates, Route 1 Email will only offer templates that are seasonal or belong in less-popular categories. These categories will be determined by tracking Ubercart's order reports on which templates sell the best and from which categories the most frequent downloads occur.

Route 1 Email

6. User Agreement

7. Privacy Policy

8. Contact Us

For a visual representation of the navigation map and a flow chart of a user's shopping experience, see following pages.

1. Index

2. All Templates (subpages are filters applied to the main page)

2.1 Free Templates (Catalog)

2.2 Corporate

2.3 Education

2.4 Retail

2.5 Technology

2.6 Earthy

2.7 Travel

3. Your Account

3.1 General Settings

3.2 Download Files

3.3 Order History

4. Your Cart

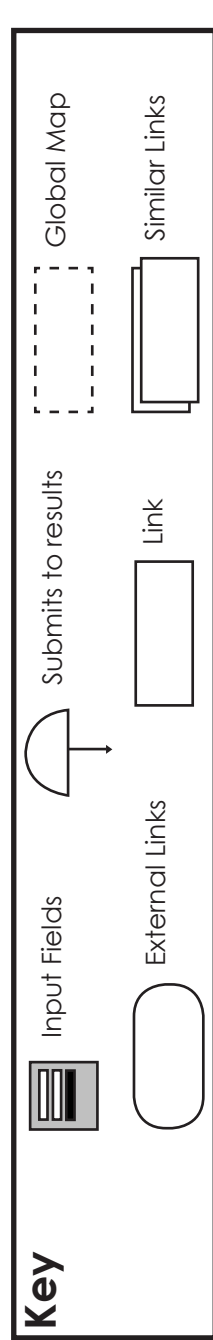
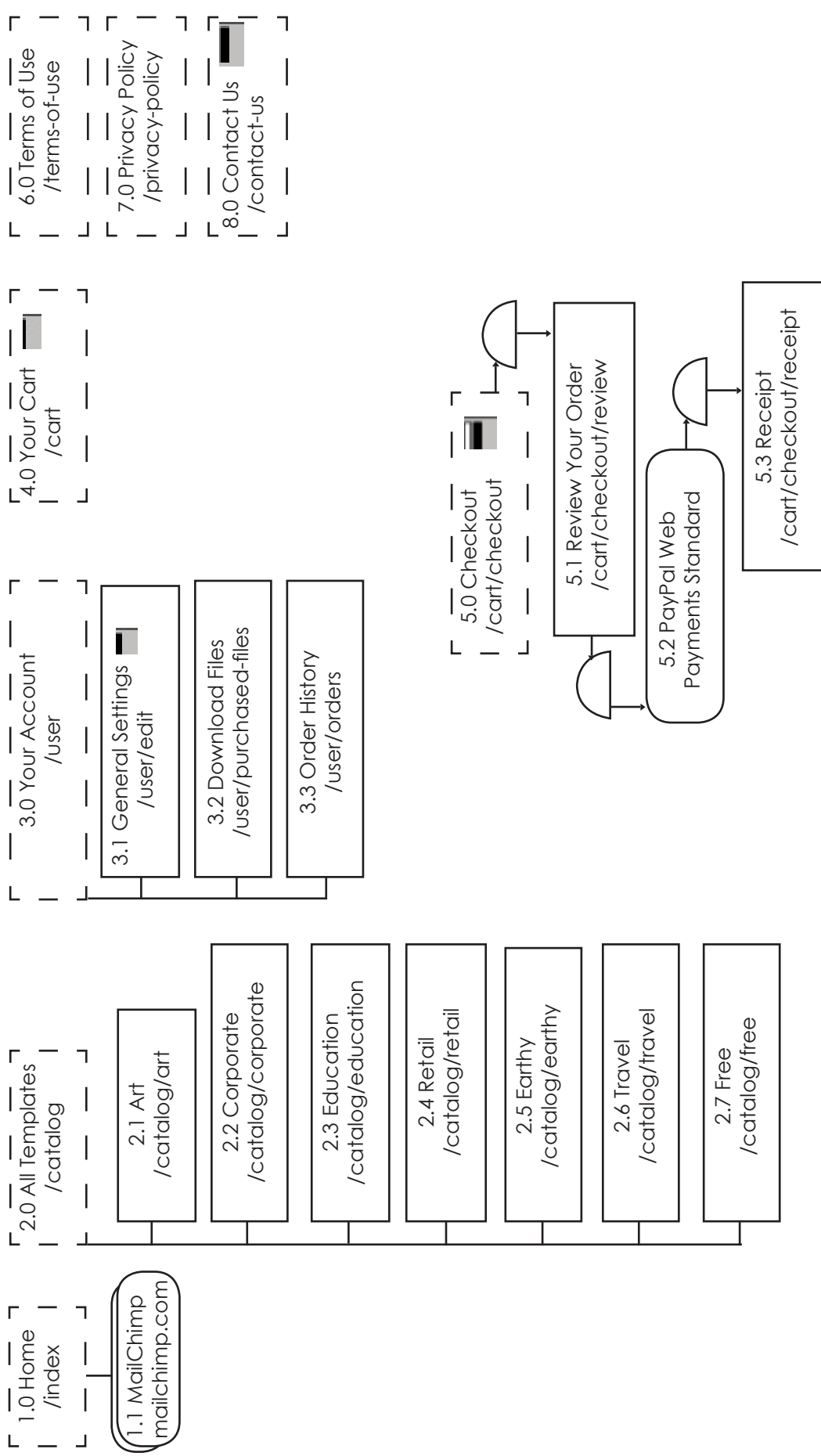
5. Checkout

5.1 Review Your Order

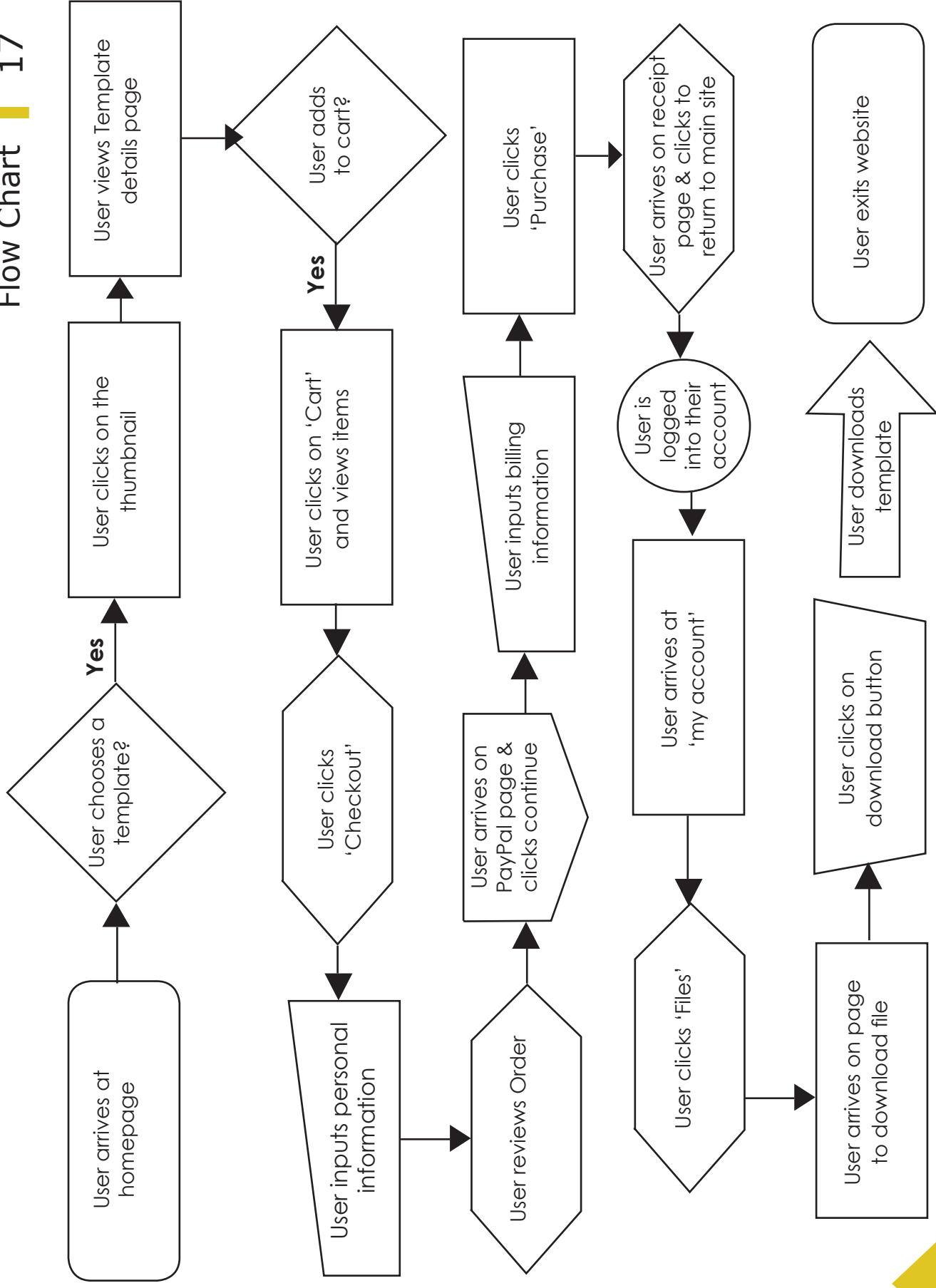
5.2 PayPal Web

5.3 Receipt

Navigation Map | 16



Flow Chart 17



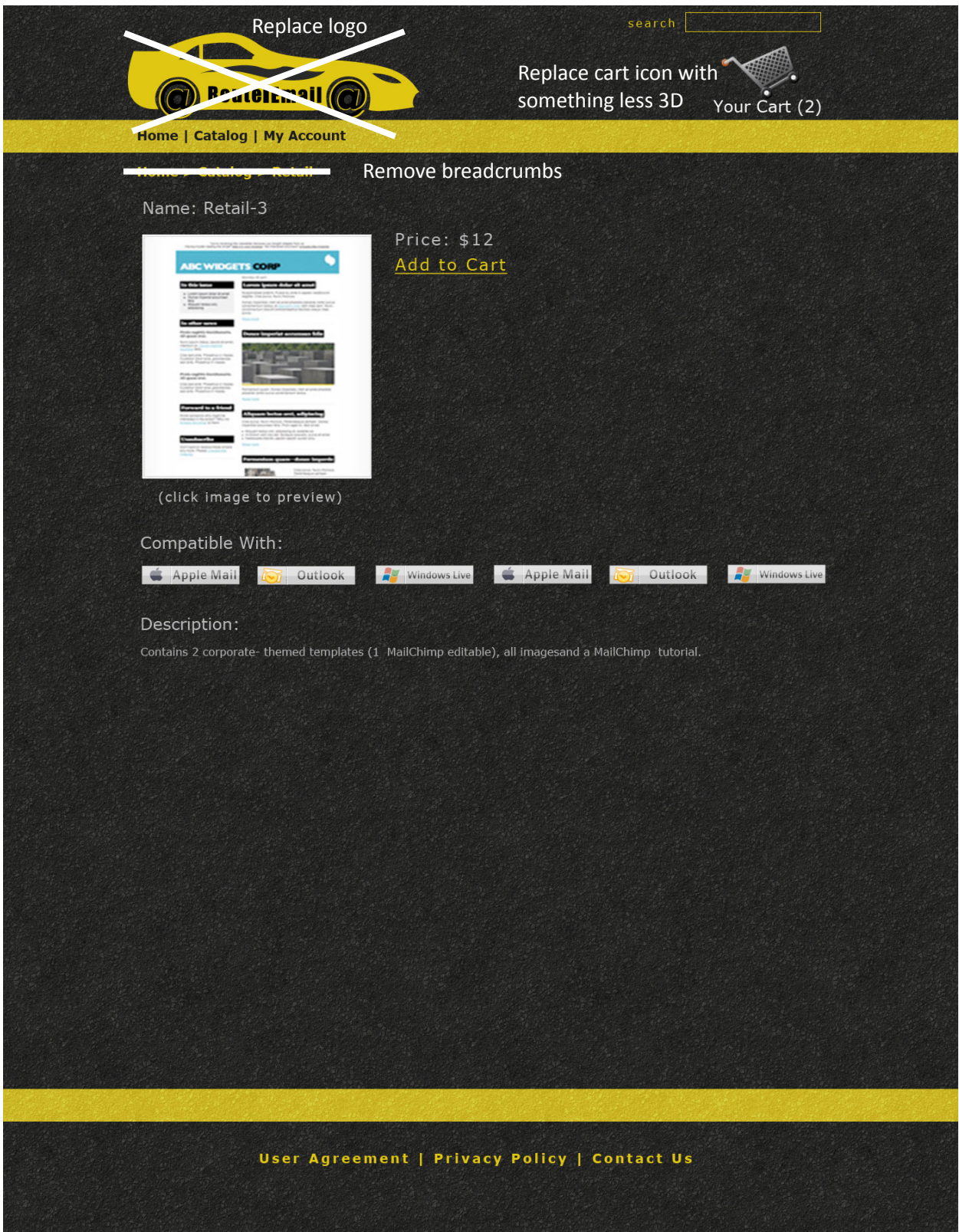


Route 1 Email





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Route 1 Email



Replace logo

search

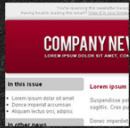

Replace cart icon with something less 3D

Your Cart (2)

Home | Catalog | My Account

Remove breadcrumbs

Shopping Cart

| Remove | Products | Qty. | Total |
|--------------------------|--|--------------------------------|---------|
| <input type="checkbox"/> |  Corporate-2 | <input type="text" value="1"/> | \$12.00 |
| <input type="checkbox"/> |  Retail-3 | <input type="text" value="1"/> | \$12.00 |

[Update Cart](#) **Subtotal \$24.00**

[Checkout >>](#)

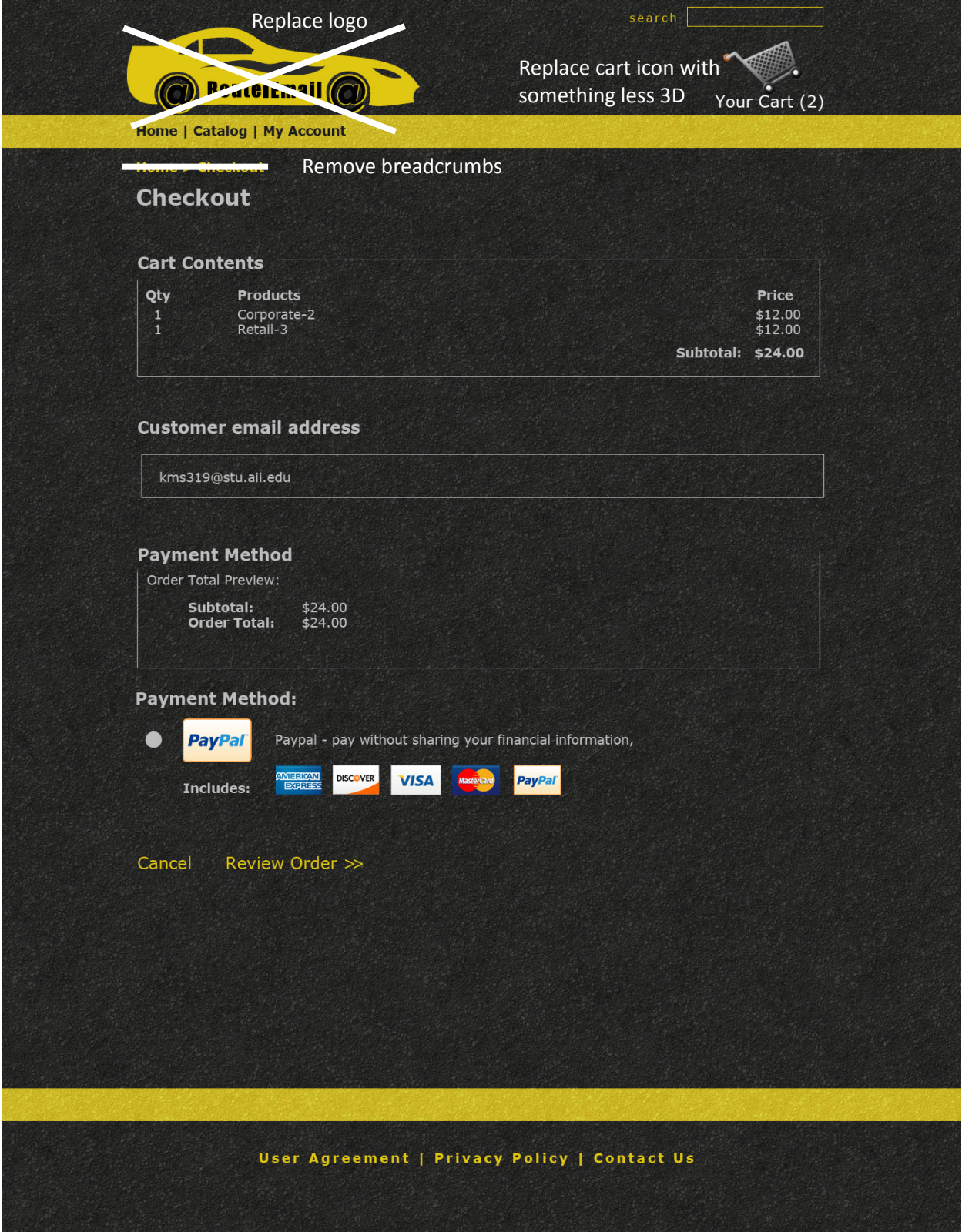
[<< Continue Shopping](#)

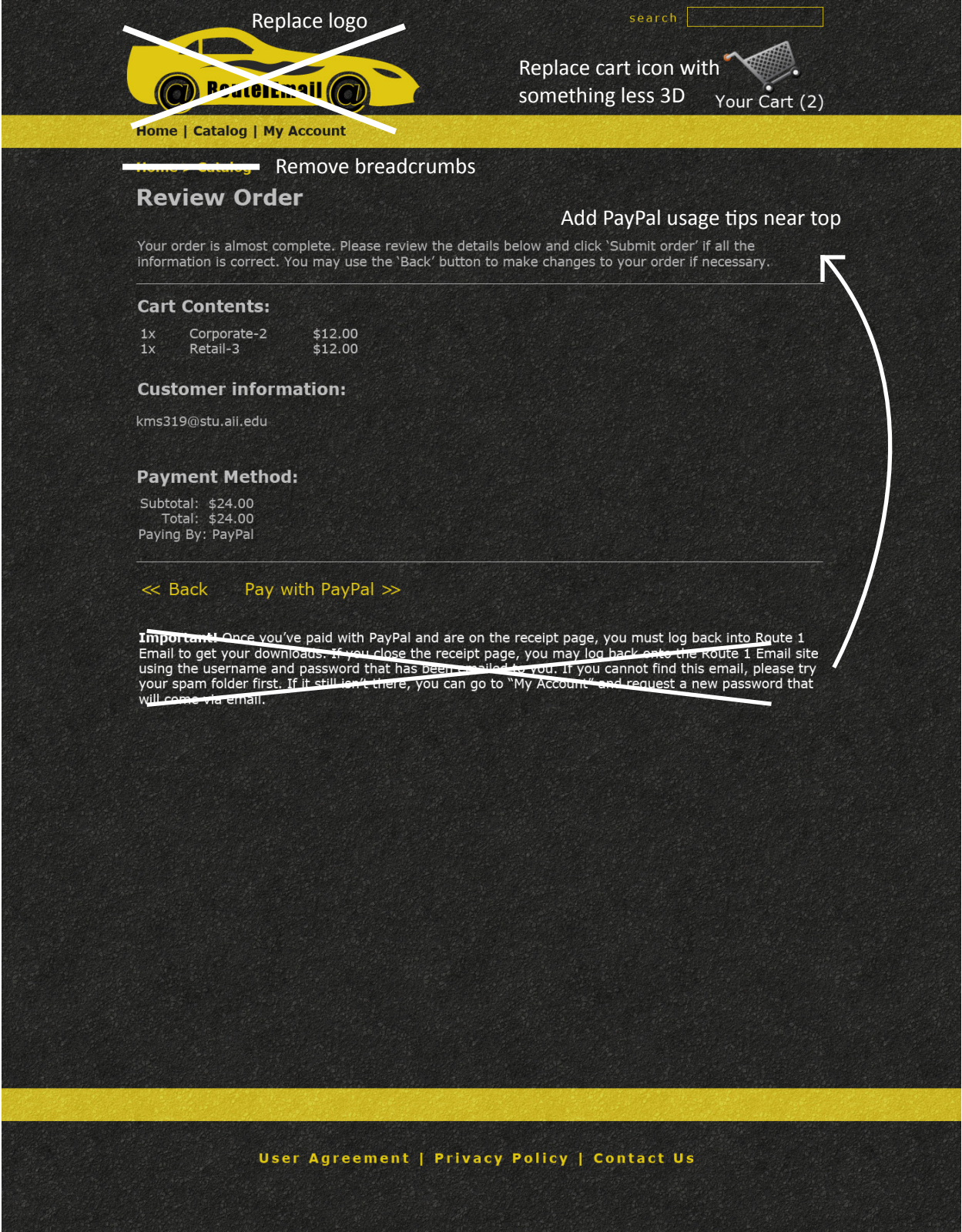
Apply this element to previous page (individual product page template)

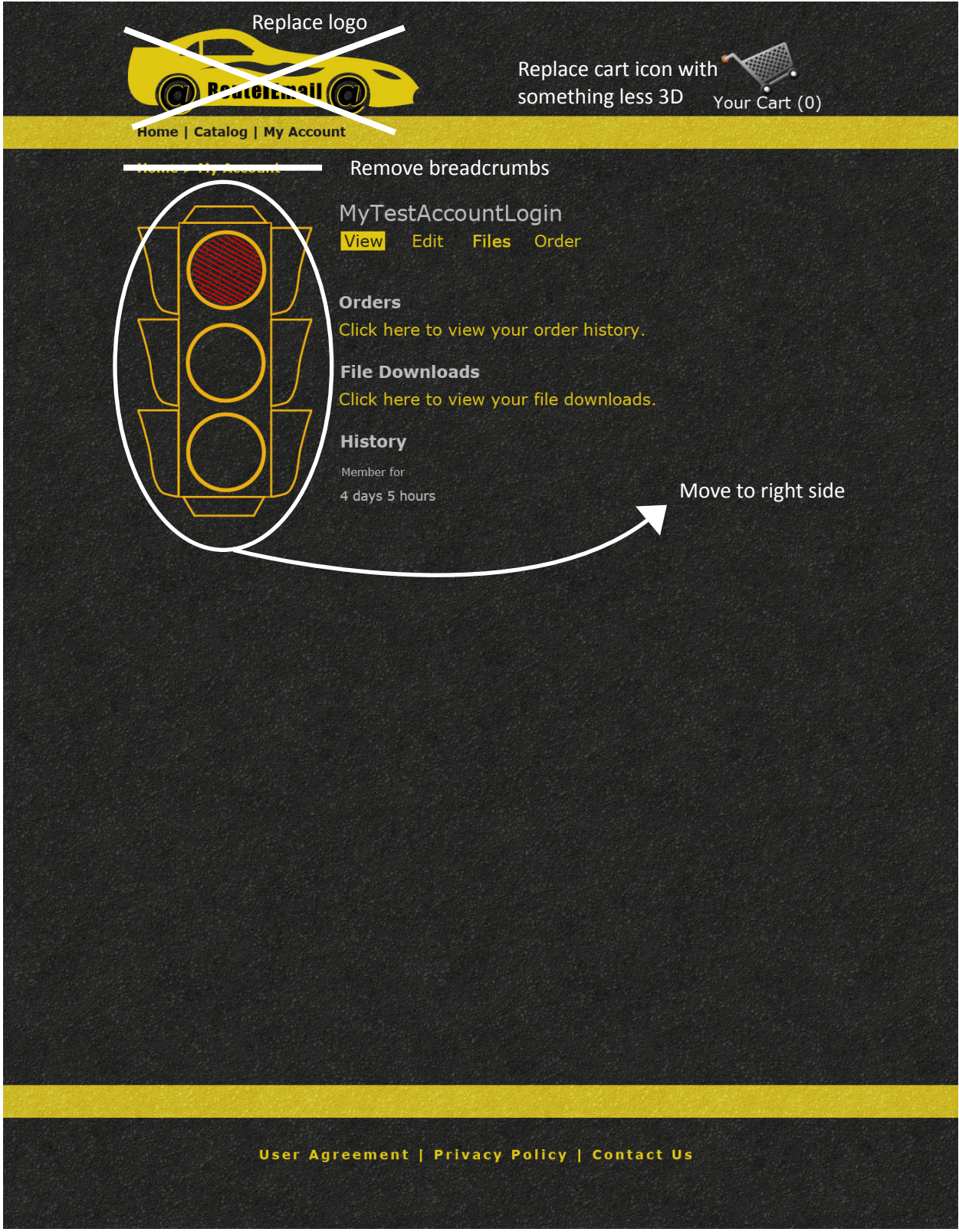
[User Agreement](#) | [Privacy Policy](#) | [Contact Us](#)

Route 1 Email



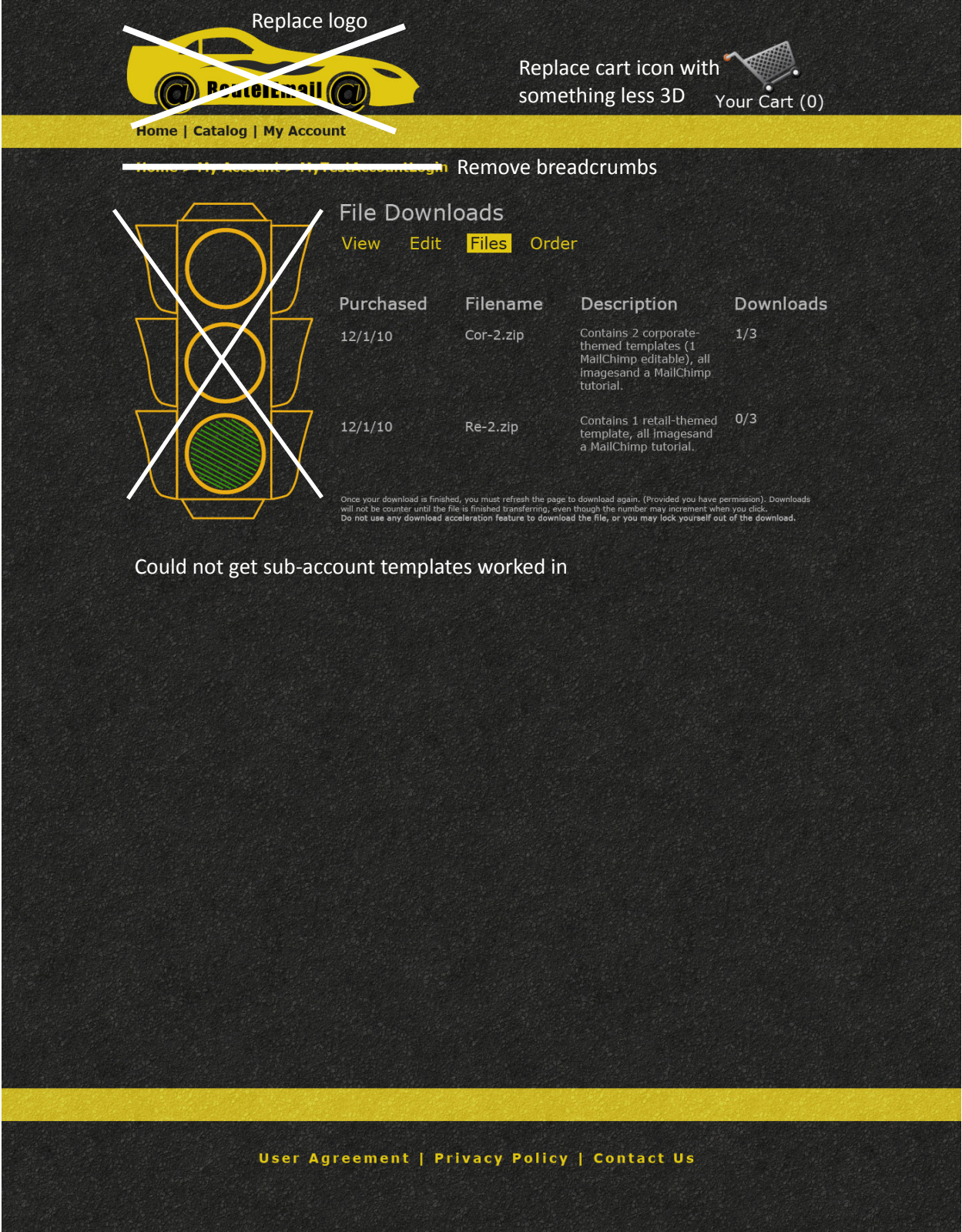






Route 1 Email





Route 1 Email

| Page ID | Page Title | Content | Type |
|---------|-------------------------|---|----------------|
| 1.0 | Home | Are you a small business or crafts person ready to dip into email marketing? Route 1 Email offers you a low-cost solution for trying to jump-start your email marketing campaign or email newsletter. We sell pre-designed templates that you can customize with your business or organization's content and images. We will also include a tutorial on how to use MailChimp (an email distributor), which if you're just starting out, you can save money using their free account. Most email distributors only give you a trial number of days to test their service, MailChimp gives you an actual account that you can use indefinitely as long you keep it under 1000 subscribers and 6,000 messages a month. Here at Route 1 Email, we are dedicated to being as useful as possible for small businesses and organizations trying to save money. In addition to our paid templates, we offer free templates, and tips on free software and tools to build your online presence. | Copy |
| 2.0 | All Templates (Catalog) | Name and price of all templates | Copy |
| 2.1 | Art | One-sentence description for each of the 3 templates and list of email-platforms tested. | Copy/ Image |
| 2.2 | Corporate | One-sentence description for two templates and list of email-platforms tested. | Copy/ Image |
| 2.3 | Education | One-sentence description for the template and list of email-platforms tested. | Copy/ Image |
| 2.4 | Retail | One-sentence description for the template and list of email-platforms tested. | Copy/ Image |
| 2.6 | Earthy | One-sentence description for each of the 2 templates and list of email-platforms tested. | Copy/ Image |
| 2.7 | Travel | One-sentence description for the template and list of email-platforms tested. | Copy/ Image |
| 2.8 | Mail Chimp Tutorial | Tutorial for using MailChimp - zipped into every template download | Copy |



| Page ID | Page Title | Content | Type |
|---------|----------------|---|------|
| 5.0 | Checkout | Please select your payment method. (Goes in Store Config > Checkout Settings > Checkout Msg) | Copy |
| 5.1 | Review Order | Important! Once you've paid with PayPal and are on the receipt page, you must log back into Route 1 Email to get your downloads. If you close the receipt page, you may log back onto the Route 1 Email site using the username and password that has been emailed to you. If you cannot find this email, please try your spam folder first. If it still isn't there, you can go to "My Account" and request a new password that will come via email. | Copy |
| 5.3 | Receipt Email | Email format for order details: username, password, and downloads location | Copy |
| 6.0 | Privacy Policy | Legal agreement to not share personal information with anyone else unless required by law | Copy |
| 7.0 | User Agreement | Legal agreement that says by using the site you agree to the product as-is and we are not required to reimburse you should you lose the data, nor refund you if it isn't what you wanted. Also resale or redistribution outside of company is prohibited with these templates. | Copy |
| 8.0 | Contact Us | Questions, Comments... | Copy |



| Page ID | Page Title | Content | Type |
|---------|-------------------------|--|----------|
| 1.0 | Home | 6 Email Template Thumbnails - Screenshots of the existing templates | Image |
| 1.0 | Home | Twitter and Facebook Icons - bonus if they can utilize road symbols | Icon |
| 1.0 | Home | Two road arrows, yield image, shop image, dotted line | Icon |
| 1.0 | Home | Logo | Image |
| 2.0 | All Templates (Catalog) | Thumbnails of all (12) template screenshots | Image |
| 2.0 | All Templates (Catalog) | Cyclist icon and arrow | Icon |
| 2.0 | All Templates (Catalog) | Icons to represent each email platform supported (Windows Live/Hotmail, Gmail, Yahoo, Outlook, Apple Mail, Thunderbird). | Icon |
| 2.1 | Free | 2 Templates (Earthy, Scrapbook) | Template |
| 2.2 | Corporate | 2 business-themed templates | Template |
| 2.3 | Education | 1 education-themed template | Template |
| 2.4 | Retail | 1 retail-themed template | Template |
| 2.6 | Earthy | 2 earthy-themed templates | Template |
| 2.7 | Travel | 2 travel-themed template | Template |
| 2.8 | MailChimp Tutorial | Screenshots to supplement written tutorial | Image |
| 3.0 | Your Account | Old-fashioned traffic light (red crosshatch) | Icon |
| 3.1 | File Downloads | Old-fashioned traffic-light (green crosshatch) | Icon |
| 4.0 | Cart | Cart icon | Icon |
| 5.1 | Review Your Order | Pedestrian walking | Icon |



through the anonymous user checkout sequence provided by PayPal.

Unfortunately, at this time PayPal makes the most sense as a merchant account for Route 1 Email. For a starting business, PayPal's acceptance of credit cards with no monthly fees and low transaction charges is the cheapest means of making a sale. One alternative would be to force users to register before checking out, but this would slow down the checkout process and as most template buyers are one-time buyers, the quicker anonymous checkout would be the most convenient.

Therefore, the solution devised is to provide users with screenshots of the most troublesome PayPal steps, indicate what step the screenshot refers to (in a bold color), and encourage users to take note of where they might become most confused in the PayPal checkout sequence.

Users who completed the checkout were automatically logged into their account upon completion and if the payment had processed, they were allowed to immediately download their files. Two of the three users completing this task had trouble automatically viewing their username/password, but this can also be caused by the user clicking away from the screen and then hitting the back button to return to this account page. To counteract this possibility, users were also informed on this screen that they could download their files through email and two emails, one with the file downloads, and another with the


Usability testing was conducted by a facilitator leading participants through the questions provided by the website designer. The facilitator also used screen-recording software to capture how the participants (here on out referred to as users) interacted with the tested website and these recordings were given to the web designer, who was not present for the testing, for analyzing.

Usability Testing (Checkout Process)

Usability testing was broken into two sets of questions, each set of questions given to at least two people. In the first set of questions, recipients were given a scenario in which they needed a template and a fake PayPal account/credit card to make a purchase and they were asked the following:

"...Can you find a template to buy that suits your needs? Were you able to download the template without any problems?"

Users had no problems finding the email templates, selecting one, adding it to their cart, and completing the checkout steps present on the Route 1 Email site. However, all users had difficulty navigating



new account information were automatically sent to the user upon checkout completion.

Usability Testing (Product Usage)

The second set of questions asked users about the product and ease of instruction in editing the templates, and whether they knew the difference between Route 1 Email and an email distributor. These questions were as follows:

“Okay so you have your email template. Now you want to edit it and add in your own text and images. Can you figure out how to do that? (You don’t actually have to edit the file.) How do you think you would go about editing the file?”

“Do you understand what to do with your template afterward, such as how to send it out? Do you know what the difference is between Route 1 Email and an email distributor?”


While answering the editing set of questions, both users commented that the information was daunting unless one really wanted to complete the task. The second user commented that they would be more

inclined to jump right into the file editing rather than read the information provided, but they had noticed the website had a page that described how to go about editing the template.

Based on this commentary, the intro to the *How-to-Use.txt* was re-worded to explain what software one would need to immediately to get started in the editing process. The explanation of files included in the download was also clarified so that users knew which files belonged to the actual email template and also so that they realized the PSD file could not be exported as a template. Both users indicated that they’d be much more willing to read the information if they were serious about accomplishing the task.

The first user suggested that difference between Route 1 Email and an email distributor should be noted, not only in the *Using-MailChimp.pdf*, but also in the *How-to-Use.txt*. Both users sought instructions on how to send out the template and both looked to the *How-to-Use.txt* document first. Once finding the *Using-MailChimp.pdf*, users found the screenshots helpful, although the second user considered it still to be too much text. They found the intro to be intimidating, they completely missed the section headers, and they would’ve liked URLs in the PDF to be links to their respective websites.

From this feedback, the URLs in the *Using-MailChimp.pdf* file were made into links, the page headers were moved to the left side to form



a more “bulleted list” as suggested by the second user, and the intro was shortened and put into more informal language. As the intro is an explanation of what an email distributor does and the first section covers important CAN-SPAM regulations, these parts, while longer than the typical instructions, were kept within the tutorial.

Route 1 Email



Process Book Photos

Cokal, Murat. "My Father." SXC. 28 Oct. 2005.
<http://www.sxc.hu/photo/398870>. 12 Dec. 2010.

Lavrenov, Mikhail. "Enjoying a Sunny Afternoon."
SXC. 28 May 2008. <http://www.sxc.hu/photo-1012934>. 12 Dec. 2010.

Synder, Scott. "Amy Lee." SXC. 21 May 2007.
<http://www.sxc.hu/photo/744307>. 12 Dec. 2010.

Email Template Photos

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