



Smallbiz Custom Email Templates Terms of Use

Design Procedure

- Customer requests email template/s customized with their salon name to be used in the Smallbiz email platform.
- Client provides Smallbiz with business logos & any other images / text they want included in the template & a brief of desired outcome.
- Smallbiz will give an estimate of price. Most templates are created for \$95
- Client views completed template and emails any suggested changes to sales@smallbiz.net.au
- Client receives completed template which can then be used in the Smallbiz email platform.

Artwork – notes to consider

- Smallbiz staffs are not graphic designers; however we are skilled in image & design programs. We do not create artwork/logos.
- It is our intention to use your provided logo/designs, and where possible, use basic manipulation techniques to enable them to be used in your emails template.
- You need to provide all text that is to be used in your design/email.
- We can layout a newsletter, but you need to provide all the content/pictures.
- We can make minor text changes/corrections to your specifications.
- We have a large database of free stock photos (i.e. a library of images). There are also many image libraries that charge for use of their images (some quite reasonably). We will, in general, direct you to select from these. We can look through them for you...but this time would be billable.
- You are responsible for ensuring correct copyright permissions for any images you give us to use.
- Discussing your design requirements (an important part of the process) is a billable part of the design process.

Accuracy

Proof reading is the responsibility of the client. Any changes that need to be made after the design is complete will incur additional charges.

Revisions

Smallbiz allocates a reasonable time to complete each template. This allocated time allows for one revision. If multiple revisions are required additional charges will be billed at \$95 per hour.

There is a minimum time fee (30 minutes) to open a completed job.

Image Quality

Templates are provided in low resolution; they are designed to be used online or via email. They are not suitable for printing.

Frequently Asked Questions

What is an email template?

An email template is simply a header & footer designed to be used in the Smallbiz email platform. The header is customized with your business logo and appropriate text & images. The footer can include contact information, images or any other information.

The email template is loaded into Smallbiz for you and can be used each time you want to send a marketing campaign from Smallbiz. The bulk written part of the template is fully editable and can be changed by you when ever you want to send a marketing campaign.

Does it include writing my newsletter?

No. This service provides the email format for the newsletter only. It is up to you to write the newsletter yourself.

Can I use my template in printed campaigns?

No. The template is provided in low res which is suitable for web or email use only.

I don't have a logo can I still get a personalized email template?

Yes. We can use a combination of stock images and text to create you a professional looking email template.

Pricing and Payment

We estimate it will take one hour to create each template, this includes liaising with you and discussing your brief therefore the cost of one template would be \$95.00. As mentioned previously if multiple revisions or additional time is required it will be charged at \$95.00 per hour.

Payment is to be received in advance via credit card or bank deposit.

Purchase Agreement

- I understand that Smallbiz is not responsible for any copyright infringement and that all images supplied are in accordance with copyright laws.
- Once you pay for the template it can be used within the Smallbiz email platform for multiple campaigns.
- Payment is to be received before the design process begins.
- Please proof read template supplied. Any changes needed after the template is uploaded will incur a minimum fee.