



EXPERTMEDIA
SOLUTIONS LTD.

BUILDING A BETTER BRAND FOR YOU..

**MANAGEMENT OF CUSTOMER & CONSUMER
DATABASE**

About Us

Expert Media Solutions Limited has been in existence since 2011. Established by Rondell Ruiz initially as a audio production house, the company soon became known for its innovative communication strategies. Within one year the company grew into a well known resource to many corporate clients across the region.

We are revolutionising the way in which advertising & communication is done, always breaking new ground and recording higher benchmarks for quality, creativity and a strong work ethic as we establish an international communication resource based upon the timeless values of business prudence, fairness and integrity to clients, suppliers as well as employees.

Our Services

1. Advertising & Marketing Consultance
2. Database Management
3. Customer Database Development & Collection via *EastSignUpTT.com*
4. Email Broadcasting
5. Text Message Broadcasting
6. Text to Voice Broadcasting
7. Radio, TV & Press Commercial Production
8. Call Centre Services - Inbound/Outbound

Our Clientele

Our customers span the caribbean and North America. Currently, we provide Database Management to “The West Indian Tobacco Company, Trinidad & Tobago”, “BP Renegades, Trinidad & Tobago” and “The Apex Sports Bar”. Some of our other clients have requested anonymity and cannot be listed in this document.

Overview of Customer Database Management

Expert Media Solutions Ltd. is prepared and equipped to provide the following:

Secure Database Storage

Your consumer contact information is stored securely via encryption on our servers. These servers are raid protected and located at our offices. An encrypted copy is also stored on our online cloud facility for backup purposes.

Database Maintenance

Any detail changes to the database, which includes updates, subtractions, etc example: Contact Names, Contact Details (Email address, phone numbers) etc, will be handled by Expert Media Solutions Ltd.

Broadcasts

Expert Media provides broadcast solutions in the form of Email, Text Message & Text To Voice. Below table 1 gives a breakdown of features comparison of each broadcast medium.

Features	Email	Text Message	Text to Voice
Medium Description	Recipients will receive your message via email to any device in which they can receive emails.	Recipients will receive your message via SMS on their mobile devices	We'll convert your text to speech. Recipients will receive a phone call and hear your message upon answering.
Direct Addressing of Recipient	Yes	Yes	Yes
Text Length Limits	Unlimited	150 Characters	150 Characters
Format	HTML, Rich Text & Basic Text	Basic Text	Basic Text
Attachments	Yes - All. Attachments	Attachments can be provided via links in	No

	exceeding 1MB in size will incur additional costing	which the recipient can click and be directed.	
Receipt Report	Yes	No	No
Recipient Replies	Yes	Yes	No

Setup & Implementation

This is the easy part! Provide E.M.S.L with your current contact database in Excel Format. This must include all criteria that is necessary for the broadcast. The database is then uploaded to our encrypted servers. The initial setup process takes approximately 2 working days after receipt of database.

Any updates to this can be submitted to us via email in same format. We will then implement the updates to the database within 24 hours.

When the client chooses to do a broadcast they must send an email to Expert Media Solutions Ltd. with the exact details of the content of the broadcast. This will then be transferred to our system in which the email, text or text to voice will be broadcasted to the recipients. The length of time it may take to transmit a broadcast varies on the medium chosen, server traffic, content size and volume of the database.

F.A.Q

How many languages are supported?

We support English, Spanish & French on all our platforms.

Can the recipient be addressed by First & Last name?

Yes, each recipient, regardless the medium of choice, can be addressed by their names as long as this information is provided in the database.

What will the after-broadcast report contain?

Your report, specific to the broadcast medium chosen, can include as much as,

- a) Time Sent - Time broadcast was sent from our servers
- b) Time Read - If the recipient opened the email and what time this occurred
- c) Replied - If the recipient sent a reply to the server or distribution email.
- d) Inactive Recipient - This identifies deactivated accounts or overfilled email inboxes preventing delivery.

Please see table 2 for medium report specifics.

Medium	Time Sent	Time Read	Replied	Inactive Recipient
Text	Yes	No	Yes (additional cost)	No
Text to Voice	Yes	No	Yes (additional cost)	No
Email	Yes	Yes	Yes	Yes

Please note that email tracking features may not reflect 100% accuracy. Modern email servers have developed methods to protect recipient privacy.

Can I see if the email was forwarded to another recipient?

Unfortunately no. We are unable to provide this statistic at this time.

Pricing

Please see below tables 3-5 for pricing details on each medium. All prices are quoted in US dollars.

Email Broadcast Amount	Price per email
0 - 4999	\$0.22 USD
5000 - 9999	\$0.20 USD
10000 - 14999	\$0.18 USD

Text Message Broadcasting	Price per Text
0 - 4999	\$0.35 USD
5000 - 9999	\$0.33 USD
10000 - 14999	\$0.31 USD

Text to Voice Broadcasting	Price per T2V
0 - 4999	\$0.40 USD
5000 - 9999	\$0.38 USD
10000 - 14999	\$0.36 USD

*Disclaimer: The prices listed in the preceding tables are an estimate for the services outlined in this proposal. This summary is not a warranty of final price. Estimates are subject to change if project specifications are changed or costs for outsourced services change before a contract is executed. These prices are exclusive to the addressed party & locations on this proposal only.

CONCLUSION

At E.M.S.L, our goals are aligned with our client's goals. We believe that customer service is a "value added" service and we are in the business to provide the very best value added services to each of our clients.

We adhere to strict client confidentiality and are committed to the highest level of professionalism in serving our clients, their customers and our communities. We therefore value and expect clear and direct feedback on the work we do and its appropriateness and impact on your organisation.

We trust that the foregoing information meets your requirements. However, if you require clarification on this proposal or any additional information, please feel free to contact the undersigned.

Please feel free to contact us if any further information is required.

Sincerely,
For and on behalf of
Expert Media Solutions Ltd.



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