

# NewZapp White Label Email Marketing Helps Agencies Increase Revenue and Improve Customer Loyalty

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NewZapp ([www.newzapp.co.uk](http://www.newzapp.co.uk)), one of the UK's leading email marketing software providers, today launched the latest version of its white label email marketing system. Designed specifically for businesses looking to resell email marketing to their own customers, it provides resellers with complete control over the look of the application and allows them to sell email marketing under their own branding.

Many white label email marketing solutions charge significant upfront fees or require the reseller to sell at specified rates. NewZapp is different as there are no upfront fees, no long term contracts and the reseller sets their own margin within the system based on NewZapp's very competitive prices.

Within the NewZapp White Label system the reseller can create new accounts for customers, set pricing, rebrand the entire application to their liking and start driving new revenue streams in to their business and, at the same time, improving customer loyalty.

Digital agencies, web designers and other service providers already offer value added services to their customers. Adding email marketing is a perfect choice to complement their product offering without requiring them to build their own systems or sacrificing their own identity.

The expert NewZapp marketing advisors and design team are on hand to provide as much or as little assistance as required and being UK based their staff are available when you need them most. Resellers can choose to design the email creative themselves or let the NewZapp design team loose on the brief, either way stunning email campaigns sent via a secure, reliable and easy to use system are the end result.

Reseller packages start at just £15 per month and allow any business to quickly and profitably add email marketing to the range of services they sell their own customers.



NewZapp Email Marketing Sales Director Darren Hepburn said reselling third party applications has never been so easy. "Adding NewZapp to your products and services is a great way to enjoy additional income and increased customer loyalty. The latest version of our white label solution gives our resellers even more opportunities for substantial additional revenue without having to commit to any long term contracts."

Royal Mail was the first business to benefit from the new version of NewZapp's White Label Email Marketing. "It was really important for us to include email marketing from NewZapp as part of the packages we are offering to small businesses. What we were looking for was a cost-effective email marketing supplier and NewZapp fitted the bill perfectly." said Giles Finmore, Marketing Manager at Royal Mail Simple Ways to Grow.

### **Find out more**

To find out more about what NewZapp White Label Email Marketing can do for your business, visit the website at [www.newzapp.co.uk/resellers/](http://www.newzapp.co.uk/resellers/) or call 0845 612 5544.

### **About NewZapp Email Marketing**

Established in 1998 and based in the beautiful cathedral city of Exeter, NewZapp is one of the UK's leading email marketing companies. With over 10 years of email marketing experience, knowledge, skills and expertise to help you deliver professional email marketing campaigns.

Established from a friendship that still stands today DestiNet Ltd was founded by Trevor Munday and David Hazzard.

A web design & hosting provider who were asked by a customer to build a system that would send emails in bulk. NewZapp was born and in early 2005 became the service that the company focussed on exclusively. Thanks to this focus NewZapp is leading the way as the UK's most intuitive, effective email marketing software available.

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