



## Baseline sites: client summary

Baseline sites are quick and easy to set up. They are designed for active, ongoing communication. They are highly secure.

## The difference

- June 21 baseline sites are quick and easy to set up.
- June 21 baseline sites automatically come with a mobile site
- June 21 baseline sites are designed for active communication.
- June 21 baseline sites are managed continuously.
- June 21 baseline sites are highly secure.

## Setting up

We need:

- Your logo
- Your photos
- Your copy
- A content list for the template
- Samples of your existing marketing material
- Your choice of site from our range of website templates

## What if you already have a designer?

We send the template you select in InDesign, the common layout platform for designers.

## How to decide on contents and choose a template

What do you need to communicate?

- Do you need to talk about specific things you do?
- Do you need to show specific products or services?
- Do you want to show different places?
- Do you want larger photos and less copy?
- Do you want more copy and less photos.

Make a list of the contents and choose a template. If you have questions, we can advise you.

## Domain registration and administration

- We register and administer domains on behalf of our clients and bill annually.
- The domain name is your property. June 21 provides administration services.

## Hosting

June 21 hosts sites on secure servers which it controls. This allows it to provide ongoing services such as security, patches and upgrades rapidly and effectively.

## Communication

Most websites are not updated, and when they are updated, people don't visit them to see the content updates. We draw attention to sites with an active, monthly communication package consisting of:

- 2 X short news or other updates on your site with one photo each (provided by you)
- 1 x short 1 column newsletter and sending of 1,000 (content from site updates)
- 1 x SMS writing
- Up to 1,000 SMS sent (once per month – SA and Namibia)
- 1 - 2 photo changes
- 1 update of your list of customer email addresses and mobile numbers
- Sending up to 1,000 SMS (SA and Namibia)
- Additions to your client list with its email addresses and mobile numbers (an Excel sheet)

## What if I need more communication?

- Not a problem. Contact us for a quote.

## How the communication process works

- Your update and newsletter will be scheduled in regular slots for easier management.
- You receive a monthly email reminder.
- You receive a phone call to follow up and discuss any specific points you may have.
- You send photos and text for changes.
- The site is updated.
- You receive a mail asking you to check the updates.
- You receive a sample email and text for the SMS.
- The SMS can link to a specific part of the site or an offer.
- We make additions and changes to your customer contact list.
- Once we receive your approval we send the mail and SMS.

## What about an app?

- Most mobile phones are crowded with unused apps.
- Apps are expensive and time-consuming to code.
- We recommend SMS.
- An SMS can contain a short link to your site or it can be a note that a newsletter has been sent.

## What other communication will you receive?

- You will receive regular monthly reports on traffic to your site
- You will receive reports on major updates as well as any other news that affects the management of your site.

## Why the monthly security and hosting fee?

Assets are insured. The hosting and security fee is a form of insurance. We:

- Actively stop hacking attempts.
- Back up your site monthly in two different place.
- Apply patches and upgrades to address vulnerabilities, as they are released.

[www.june21.biz](http://www.june21.biz)

Esther Burkhardt  
0811 271 475  
marketing@tourbrief.com

Pierre Mare  
0811 28 38 55  
pierre@june21.biz

Alan van Rooyen  
085 550 9255  
alan@june21.biz