



SOLIDCO SERVICES

Electronic Direct Mail

Email that lands and converts - from newsletters to campaigns, designed, built and sent with the right tools and tracking.

ABOUT SOLIDCO

We are SolidCo, a full-service digital studio crafting clean, high-performance experiences that feel intentional, fast and built to last.

We design, build and refine websites, applications and digital systems for businesses that want to stand out and move fast. With one clear point of contact, straightforward communication and experienced designers and developers behind every project, we keep the process focused and the details considered. From the first idea through to launch, support and everything that follows, every project is built on solid thinking and made to leave a lasting impression.

We also believe good work means staying connected to the industry that shapes it. SolidCo is a member of the Australian Web Industry Association (AWIA) and the .au Domain Administration (auDA), a Microsoft AI Cloud Partner, and part of the Amazon Web Services (AWS) Partner Network. Behind the scenes, we subscribe to industry alerts for security vulnerabilities (CVEs) and stay across the Australian Cyber Security Centre's (ACSC) cyber threat alerts - so the work we ship stays current, secure and supported.





HOW WE WORK

Bold ideas, solid delivery

01 Discover

We learn your goals, audience and constraints, then map a clear plan with real priorities.

02 Design

We shape the structure, brand and interface – refining together until it feels right.

03 Build

We develop with clean, tested code and prepare for a smooth, confident launch.

04 Support

After launch we keep improving – updates, new features and support.

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OVERVIEW

Email that lands and converts – from newsletters to campaigns, designed, built and sent with the right tools and tracking.

Done well, email is still one of the most effective channels you have. We design and build on-brand emails, manage your lists and automations, and keep an eye on deliverability and results – so your messages reach the inbox and drive action.

WHAT'S INCLUDED

- | | |
|-------------------------|-------------------------------|
| ✦ Email template design | ✦ Campaign build & send |
| ✦ Newsletter management | ✦ List & segment setup |
| ✦ Automation & journeys | ✦ Deliverability & compliance |
| ✦ A/B testing | ✦ Reporting & insights |

The result: Emails that reach the inbox and drive action.

How we deliver it

01 Plan

We shape the message, audience and goal for each send.

02 Design

We build on-brand, responsive templates that render everywhere.

03 Send

We schedule, test and send through the right platform.

04 Measure

We report on opens, clicks and conversions, and refine.

GOOD TO KNOW

Which platforms do you use?

We work with the major providers - Mailchimp, Brevo and others - depending on your needs.

Do you handle compliance?

Yes. We build in unsubscribe handling and follow spam and privacy requirements.

Can you set up automations?

We can build welcome journeys, drip sequences and triggered emails.



You do not own your followers. You rent them. Your email list is the audience you keep.

THE INBOX
ADVANTAGE

Email is the channel everyone underestimates and nobody can ignore

Social platforms rent you an audience and change the rules whenever they like. Email is the one place online you actually own the relationship – a direct line to people who chose to hear from you.

**THE INBOX
ADVANTAGE**

There is a reason email refuses to die despite a thousand think-pieces predicting its end. It is personal, it is permission-based, and it lands in a space people check every single day. Done badly it is noise. Done well it is the highest-returning channel most businesses have, quietly outperforming the flashier options while getting a fraction of the attention.

The craft is in the details most senders skip. An email has to survive a gauntlet before it earns a click: spam filters, a crowded inbox, a two-word subject-line judgement, and dozens of email clients that each render your careful design slightly differently. We build templates that hold together everywhere - from the latest phone to the ancient desktop client your best customer refuses to upgrade.

Then there is the machinery behind the scenes: clean lists, sensible segments, and automations that do the follow-up you would never have time to do by hand. A welcome sequence that greets every new subscriber. A gentle nudge to the people who drifted off. The right message reaching the right person at the right moment, on autopilot, while you sleep.

And we watch what actually happens - opens, clicks, conversions, unsubscribes - because a send you do not measure is a lesson you did not learn.

**THE INBOX
ADVANTAGE**

Every campaign teaches us something about your audience, and every lesson makes the next one sharper. Compliance and deliverability are baked in throughout, so you reach the inbox and stay welcome in it.

It also compounds in a way rented audiences never can. Every subscriber you earn today is someone you can reach for free tomorrow, and the year after that, without asking a platform's permission or paying its going rate. A healthy list is a genuine business asset – one that quietly appreciates while your competitors keep renting attention by the click. We help you build it deliberately, treat it with respect, and turn it into the dependable channel you reach for when you actually need something to happen, not just when the algorithm allows it.



LET'S TALK

Have a project in mind? Let's build something solid.

Tell us what you're after and we'll get straight back to you with clear next steps and an honest estimate, no pressure, no jargon.

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