

ICON Advance
Your World

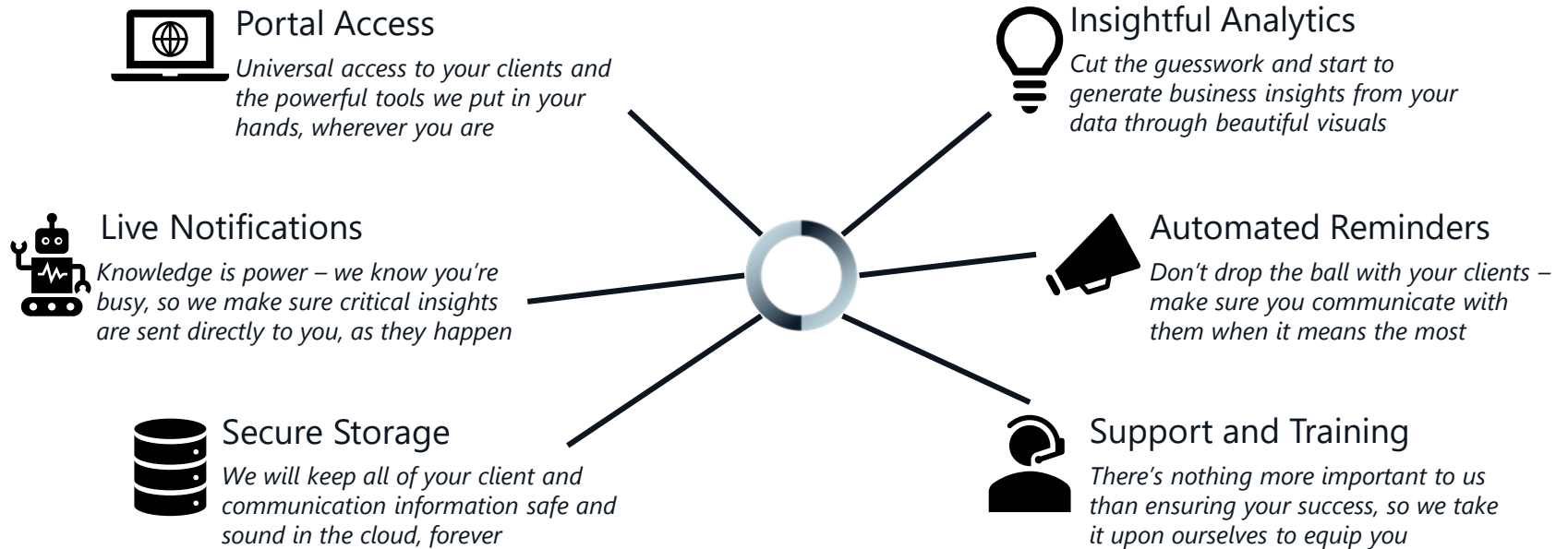
What's new?

Our model is designed to give you the flexibility to pick services which offer you true value

- 1 Pick your base – we only have one option, but at least its (gluten) **free**
- 2 Pick your extras – fully customize your solution by selecting additional features you need
- 3 Check out dessert – familiarise yourself with our ad-hoc services so you know all the ways we can help you!

Out of the box

We want to add value to your lives, so here are some critical solutions for free – welcome to our world



Bells and whistles

Now decide what else you need to bolt-on to set yourself apart

Be exceptional.

Experience

Leads nurturing	R250p.m.
Website automation	R250p.m.
Simple birthday wishes	R250p.m.
Bespoke birthday wishes	R350p.m.

Be unique.

Portal Enhancements

Custom branding	R500p.m.
Assistant linking	R50p.m. per user
Policy info. capturing	Included
Taskbot notifications	Included
Request quotes	Included*
Request servicing	Included*

Be relevant.

Communication

Curated monthly newsletter	R500p.m.
Bespoke monthly newsletter	R2000p.m.
Monthly mail setup	R250p.m.
Mail tracking and analysis	Included
Landing page creation	Included
Interaction notifications	Included

Bundles (one-off, but can be set to recur)

Nibble – 500 mail sends	R150
Bite – 1 000 mail sends	R280
Mouthful – 2 000 mail sends	R520
Meal – 5 000 mail sends	R1 200
Buffet – 10 000 mail sends	R2 200

↳ *Mail bundles are like airtime – you need to have some credit to send a message*

Be effective.

Armoury

Business process automation	R150p.m. per user
<i>Automated invoicing</i>	TBC
<i>Simple FNA</i>	TBC

Be knowledgeable.

Tactical

Website tracking	R300
Client overview dashboard	Included
Mail analysis dashboard	Included
<i>Additional dashboards</i>	TBC

■ Features to be released this year

* This functionality requires the advisor to be utilising Icon as their consultant

Full bag of tricks

Not everything is needed on a monthly basis – we've got you covered when you need some Black Ops Jujitsu stuff as well

		Explanation	Price
One-off services	Client database cleanse	Let us scrub your database to make sure it's as perfect as can be	R500
	Event management	We'll manage the event invite and reminder process to ensure people attend	Scope dependent
	Social media profile setup	You need to be active on social media – we help you get setup	R250 per profile
	Basic website	Your website is the window to your business – we make sure yours looks professional	Scope dependent
	Bespoke analysis	Want to interrogate your client data in more detail? We're here to help	Scope dependent
	Campaign automation	Run a lengthy, multi-faceted and fully automated communication campaign	Scope dependent
	Custom dashboards	Dashboards fully customized to your specific needs	Scope dependent
	Surveys	Tailored, professional and insightful surveys	Scope dependent
	Text messages	Mails not doing the trick? Get in touch with your clients over text	R0.50 per text
	Ad-hoc mail send	Need an extra mail sent out? No problem at all	R400 setup cost*
	Client database update	If you ever need to do a bulk update of your database, we're here to help!	Scope dependent (R250 per hour)
	Client list export	Get the data you need in excel format, fast	R50 per export
	Custom mail top-up	In case the bundle doesn't quite work, pick the exact amount of mails you need	R0.30 per mail
Mail copywriting assistance	We will take your content and massage it to help get the message across	R250min. (Scope dependent)	

* If this is over and above a normal monthly send the price is R250

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