

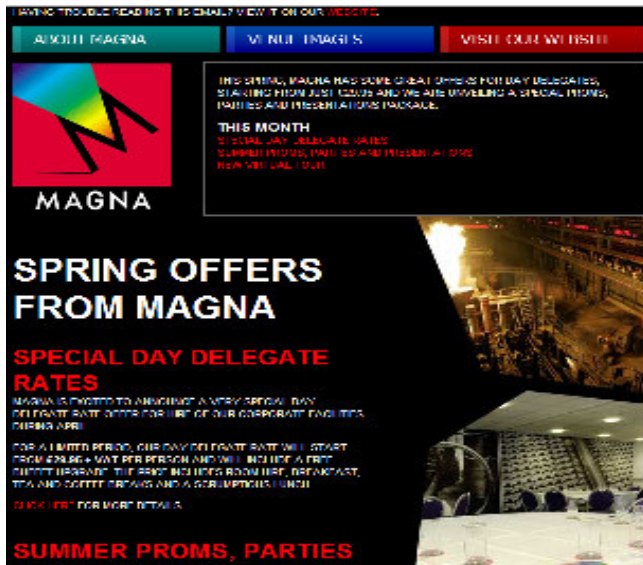
procom webserve web solutions

Email Marketing / Newsletter Campaign Manager



Enhance a Greener approach to contacting your clients.

Send 1000's of email without worrying about Spam



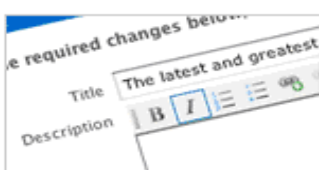
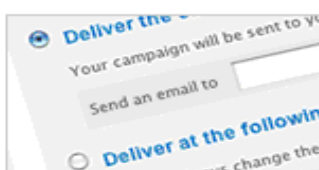
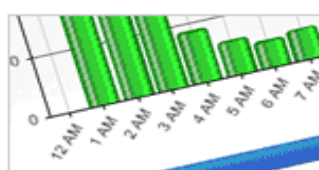
Magna – Science Adventure Centre Newsletter



The Deep - Submarium Newsletter

Email Marketing / Newsletter Campaigns

Email your customers whenever you want with product updates / newsletters and manage your clients email address list online. You can log in to your own account to manage your subscribers, create and send your own emails and view reports on the results i.e. who as read your email and when etc.

<p>1 Create</p>  <p>Enter as many articles into the pre-defined areas on your template as you like. If you have images relating to the article include it with the story.</p>	<p>2 Send</p>  <p>Import existing subscriber lists or create new ones. We make the process simple by automating the subscribing and unsubscribing process.</p>	<p>3 Report</p>  <p>Once you have sent your emails check the reports to see who is looking at them. You can even see what they are looking at and at what times!</p>
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Campaign Building

Preview the email as you build it

Our live editor allows you to see your email as you build it. Add your own text and images to the email and even change the order any item might appear.

Have as many templates as you like

You may need a template for media releases and another for your monthly newsletter. What about having a template containing an offer for sending out to customers on the month or their birthday? We build the templates to suit your needs and you simply select the relevant template as you build your campaign.

Complete sender control

You can use your own 'from name' and email address, so the email always looks like it comes from you. You can also select your own subject and which email address any replies should be forwarded to.

Send now or schedule for later

Once you're happy with the email, you can send yourself a test version, send it immediately or schedule it for delivery at another time. This way you can build your campaigns in advance and schedule them for delivery tomorrow, next month or any time in between - giving you total flexibility to control your own email marketing campaigns.

Subscriber Management

List management made easy

We've designed the interface to help you get the most common things done fast. Adding a new subscriber, removing an old one and seeing new subscribers are only a click away. We take all the messy work out of the equation by processing any bounces and unsubscribe's for you automatically. We can even create a subset of a list so that you can have advanced sending options such as sending to customers whose birthday are in a certain month or who have a certain interest.

Simple import and export

Our importing tool walks you through the process of importing an existing list from almost any source. We automatically remove duplicates for you and even remember who unsubscribed and bounced - removing any risk of annoying your own subscribers.

Campaign Reports

Simple campaign snapshots

All the important stats like how many recipients opened, how many clicked a link and how many unsubscribed are all viewable from our simple campaign snapshot. We've designed our reports so even those new to email marketing can evaluate the results of your campaigns.

Who are my most interested subscribers?

Our opens over time report makes it so easy for your clients to see who opened their email and when. Your clients can even check out how many times each recipient opened it to find out who their most interested subscribers are. Your client can even drill down to a minute by minute account of who checked out their email.

Who clicked a link?

Our link activity report makes it easy to see which links in your clients email were most popular, as well as which recipients clicked them.

This makes it so easy for your clients to identify what their recipients are interested in, as well as the opportunity to follow up on more qualified leads.

Email Testing

Emails have been tested on all major email environments.

Outlook (inc. 2007)

Hotmail

Yahoo! Mail

Gmail

Apple Mail

Lotus Notes

.Mac Mail

Thunderbird

Windows Live Mail

Outlook Express

AOL

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