

eNews and eMarketing

The following sections outline the functionality available with portal (do it yourself) access to our CMS eNews and eMarketing tools. Portal access enables you to use the tools to build almost any campaign be it Plain Text, HTML or SMS, send it and then track the interaction, analyse the results and use this information to plan the next approach.

The tools have been developed with the marketing agenda clearly in mind, so the tools are simple to use, flexible, feature relevant functionality and offer both high level and granular reporting.

We train and support all users and are happy to work with them on any element of the campaign strategy, copy writing, design, build, send or post campaign analysis.

The solution - overview:

The CMS suite we have developed, **eNews**, is provided with a simple non technical interface and benefits from an easy to use editing process which features mostly the same identifying icons as used in Microsoft Word. The simple interface belies the complex functionality available.

Any number of templates can be added to the system and images in these templates can be replaced to provide a different look and feel relevant to the business area and style of communication.

Once built the communication is passed to the eMarketing portal through the integrated approval process, at this stage the relevant list of recipients can be selected and the campaign scheduled to go.

In addition to the generation of simple and complex communications the tools allow for the dynamic creation of web pages and micro sites on the fly. Polls, forums and survey building tools are also available.

eNews portal:

A simple to use content generation tool through which users can create and edit newsletters, news articles and web pages. Users can also upload documents and create links to external files and integrate all the content into our eMarketing portal.

Features and functionality:

Survey tools – ability to build simple or highly complex forms and surveys

Polls – build snap shot polls for fast feedback

Microsites - set up campaign supporting microsites with multiple web pages

Forums – run forums through campaigns

RSS – Link the newsletter to your website using an RSS feed

Plain text – auto generate a plain text version of your HTML message, ensures your message get's delivered where HTML is not allowed

Image changes - We can provide the functionality to easily change images on the template. This functionality could be used periodically to promote certain areas or perhaps to promote an event.

Intelligent unsubscribe - Should someone eventually decide to unsubscribe we can ask a number of questions of the person before they do so, checking why they are unsubscribing.

Subscribe:

Allows visitors to the communication who access it through your website to subscribe. This will be on request so you can deny a subscribe request, should you wish.

Forward to a colleague - With this functionality built in recipients can forward on the communication easily and offer to subscribe the new recipient, should they wish.

Previous issues - Simple access to previous issues from the front page.

On line help – full support manual available online

eMarketing portal:

eNews integrates seamlessly with our eMarketing portal. The system manages Plain Text, HTML and SMS messaging. The eMarketing portal can also be used as a stand alone system for sending out graphical and non graphical email campaigns. Like eNews, the build process is simple. You can select the URL you wish to use, however, it needs to be a URL not currently registered or used.

Our eMarketing portal benefits from a highly developed reporting system enabling users to take a high level view of campaign activity or drill down to the real granularity of campaign results, allowing analysis of clicks, opens, bounces, unsubscribes and deliverability by campaign, multiple campaigns or data segments or specific individuals across single or multiple campaigns. All reports can be downloaded in .csv files or emailed to interested parties direct from the portal.

Campaign replies are also handled within the portal. Whilst nearly all email tools fail to handle inbound non form based email replies, our portal copies a reply directly to an allocated users inbox and into the reporting portal itself, this maintains a permanent record of all interaction with the campaign. Additionally the system will identify most “auto replies” and stores them separately from actual replies.

For further information please call 01525 288828 and ask for Mark Adamson
