

## Email Marketing Module

### THE GOAL

To provide a simple to use and cost effective marketing tool to help you keep in touch with customers and generate targeted marketing campaigns.

### THE SOLUTION

The *Email Marketing Module* uses your existing business data to generate targeted marketing communications. It is also a cost effective way to send invoices and statements and an ideal tool to help you keep in touch with day to day dealings with customers.

A simple three step process to select the recipients, choose a template and decide what to say to generate personalised messages in minutes.

Unlike many other similar products, the *Email Marketing Module* uses your existing data and there are no transaction costs.

### THE PAY BACK

**Easy to Use** Email marketing by your staff when they need it

**Targeted** Customised search tool to isolate the customers that you want to target

**Cost Savings** Your most cost effective marketing and communication tool

**The Perfect Call to Action** The essential first step in promoting your marketing campaigns.

### AT A GLANCE

1 2 3

Three easy steps

Step 1: Pick the recipients using customised searches

Step 2: Select a template

Step 3: Decide what to say

Send - the call to action

Click through link to landing page on your website