

eMark

Newsletter



eMark is one of the most useful software applications available for the promotion and marketing of a product or services quickly and effectively. The application maintains customized templates and customer database helping quick broadcast to thousands of mailboxes. It also maintains the send and read report of the newsletters making you aware about the user interests about your newsletters.

Features of eMark

- Online application can be implemented over the Intranet/Internet.
- Customizable Newsletter Templates saves time and efforts.
- Customizable groups and addresses.
- Send unlimited number of eNewsletters and emails.
- Unlimited number of subscribers and categories.
- Web-based Subscriber Management Centre for changing members settings and subscriptions.
- Personalise eNewsletters with member name, email, company name, address, etc..
- Customizable Report to view the read status of the newsletters
- Unsubscribe links to comply with US and European anti-spam laws.

and much more...

Online Marketing Newsletter Application

Features at a glance

eNewsletters

- Create eNewsletters for online viewing or sending by email to subscribers
- Create eNewsletters from scratch or using a pre-saved Template
- Create a Preview Newsletter to display online and in RSS Feeds to attract new subscribers
- HTML and Plain Text eNewsletters
- WYSIWYG HTML eNewsletter Creation Tool
- Select which Subscriber Categories, member groups to send eNewsletter to
- Personalise eNewsletters to include subscribers name, email address, unsubscribe links, address, etc.
- Each subscriber receives there own uniquely formatted eNewsletter with their own name in the address filed
- Email preview to test if eNewsletter looks correct when emailed
- Newsletters can be set to be private or public for online viewing
- Public Newsletters can be viewed online (web frontend is must be enabled)
- Image and file uploads supported
- Insert images, text formatting, etc.
- Paste From Word Tool
- Preview eNewsletter in browser
- Unsubscribe link to comply with US and European anti-spam laws

Templates

- Create, save, edit and delete, unlimited number of eNewsletter Templates
- HTML and Plain Text Templates
- WYSIWYG HTML Template Creation Tool
- Email preview to test if Template looks correct when emailed
- Personalise Templates to include subscribers name, email address, unsubscribe links, etc.
- Paste HTML source code directly from another source into template
- Image and file uploads supported
- Insert images, text formatting, etc.
- Paste From Word Tool
- Preview eNewsletter in browser

eNewsletter Sending Tools

- Send eNewsletters in one go or batch send
- Pause or stop the eNewsletter sending at anytime
- Real-time status of the eNewsletter sending process with progress bar
- Configurable time delayed batch sending of eNewsletters (example; 50 emails, then a delay of 60 minutes before the next 50 are sent)
- Reset sending process at anytime
- Real-time display or error messages (failed sending, incorrect and badly formatted email address, transport errors, etc. error messages depend on email component used)

eNewsletter Statistics

- Total number of emails sent
- Number of eNewsletter emails read
- Number of times the eNewsletter has been read online (if web frontend is enabled)
- Number of RSS Feed Preview Newsletter click through's to view full eNewsletter (if web frontend is enabled)
- Date sent
- Author
- If the eNewsletter is set for public display
- The number of errors that may have occurred due to emails bouncing, incorrect email address, etc. (error messages depend on email component used)

Personalised Welcome Email

- Create HTML and Plain Text Welcome Email
- Include subscribers name, email address, company name, address, unsubscribe links, etc.
- WYSIWYG HTML Welcome Email Creation Tool
- Email preview to yourself for testing if Welcome Email looks correct when sent
- Paste HTML source code directly from another source into template
- Image and file uploads supported
- Insert images, text formatting, etc.
- Paste From Word Tool
- Preview eNewsletter in browser

The Application will be customized as per your exact requirements if requested.