Email Marketing

Data Sheet

Grow your audience and get the best results with Email Marketing

With over 2.7 billion email accounts in the world, Email Marketing offers a great return on investment, with higher response rates and engagement than unfocussed campaigns.

"Designed to provide everything you need to effectively market via email and social media, working with you to produce results."

Focusing on permission-based marketing—people who have opted in to hear specifically from you - our Email Marketing system gives you all the tools you need to produce targeted email and social media campaigns quickly and easily.

Produce targeted subscriber lists, build responsive and dynamic emails, integrate your social media notifications, and track the results with the same convenient interface you use to update your website. With Email Marketing, you can produce powerful emails that get results.

Key Benefits

Drag and Drop Design

Create professional-looking emails that work across many platforms without needing to know any code. Use our templates or create your own, and upload photos, link in audio and video, and design emails that get results.

Social Integration

Keep your social media contacts informed about your latest email campaign, or schedule regular tweets and posts to keep your brand in your users' feed on Twitter and Facebook.

Real-Time Analytics

Track your campaign's success from the first open to the final purchase, as well as reader sharing, tracked goals, and unsubscribes, with detailed reporting on each user, link, and hour. Compare these results to your average as well as the industry sector average.

Responsive Design

With the growing mobile market, your emails need to look good no matter what system your audience is using. Our templates are responsive and designed for maximum effectiveness on mobiles, tablets, and desktops.

Easy Management

Build emails, organise lists, and review campaigns in our intuitive and easy to understand interface. Focus on results instead of systems, whether adding new subscribers, reviewing the latest statistics, creating a new email, or managing your Facebook profile.

Features and Specifications

	Base	Pro
Number of Subscribers	200	1,000 to 10,000
Number of Emails	500/month	Unlimited
Drag-and-drop Email Builder	✓	✓
Responsive Email Templates	✓	✓
Social Media Tools	✓	✓
Lists	2	10
Audience Segmentation	1	5
Real-Time Reporting	✓	✓
Form Builder	✓	✓
Goal Tracking	✓	✓
Automated Emails	✗	5
A/B Split Testing	✗	✓
Inbox Testing	✗	✓
WordPress Plug-In	✗	✓

Email Marketing FAQs

What do I need to get started?

With Email Marketing, you only need a domain name, a computer, and a need to communicate with your audience. You do not need to know how to code, design, or run a website.

Can the system handle large campaigns?

Our Email Marketing system can handle an unlimited number of emails being sent to 10 different lists with up to 10,000 subscribers, all depending on the package you choose.

Do I need any design or programming experience?

Email Marketing is very easy to use, where you design your emails using our templates and drag-and-drop interface. Create professional-looking emails that work on all platforms, with all the actual code generated automatically.

Is my data secure?

We take our data security very seriously, with rigorous entry, screening, backup, and recovery facilities in place. We also work closely with you to ensure that your subscribers' data is not only secure, but complies with data protection requirements.

Can I link your system to my CRM or e-commerce software?

With our Form Builder, you can create a sign-up or competition entry form that works on your system, plus we have a range of one-click plug-ins that work for major software applications, such as WordPress and Salesforce. We also have an API available for custom integration requirements.