

E-Broadcaster™

A simple, flexible, affordable and POWERFUL solution to communicate better with customers

E-Broadcaster by Spire2 is a web-based product to manage email marketing lists, create and send permission-based email, and evaluate results of email campaigns.

E-mail marketing allows for a frequency of communication that creates deeper relationships with customers, maximizing a customers' life cycle. It's also the most cost-effective of all marketing media (pennies per message). It sells, promotes, brands, informs, reminds, and creates buzz.



Multiple layouts make it easy to create a wide variety of designs.

MANAGE LISTS WITH EASE

An existing email database isn't necessary to begin, as the most effective lists are built by customers opting in themselves. Customers sign up using a custom sign up page which can be linked from your website.

Lists grow because email is a viral medium. Send interesting, helpful and eye-catching messages to those who've given permission, and good things will happen. To help, each email sent encourages people to forward with E-Broadcaster's "send-to-a-friend" feature. E-Broadcaster's list management tools makes it easy to create multiple lists or even export a list. The system is capable of deploying a multiple channel program (example: company news, newsletter, and press release) that allows customers to choose the material they want to receive, making E-Broadcaster a scalable solution.

CREATE ATTRACTIVE MESSAGES QUICKLY

Each account starts with one custom designed header and a footer embedded into the system. Use this to create a number of different layouts using the layout templates provided. Flexibility is the rule. The click-and-build screens make formatting text, uploading images, adding links, and even personalizing emails using the receiver's name a snap. And if some campaigns need a completely unique look (example: sending a special offer in addition to a bimonthly newsletter), html files can be uploaded (ask for details).

SEND MESSAGES INSTANTLY

E-Broadcaster delivers the html version to everyone who can receive html and a text-only version (which E-Broadcaster automatically creates) to those who can't. All your messages go out with the email address, from field, and subject line you provide; and emails are never batch sent. This makes emails easy to recognize for recipients and ISPs and keeps your message from being mistaken for spam. E-Broadcaster's TrueRemove™ and "manage your preferences" features are included on each email dispatched so recipients have complete access to their subscription. Lastly, sending happens in real time, so you control when people receive email.

GAIN POWERFUL INSIGHT ABOUT EMAIL SENT

E-Broadcaster's detailed response tracking, reports who got it, who opened it and who clicked it, all in a single screen and all in real time. Link to as many pages of your website (or as many websites as you like) and E-Broadcaster automatically tracks every click-through. You can also quickly view results from previous campaigns. These tools provide a wealth of information that help you evaluate and refine marketing messages.

E-Broadcaster reduces communication cost while improving overall marketing results. Start doing a better job of retaining customers, promoting services, driving donations and generating results. Call today 630.510.3175 to receive a tour of E-Broadcaster.

E-BROADCASTER EXTRAS INCLUDE:

- Tailored launch strategy
- Getting started guide and tips on how to avoid pitfalls
- Periodic follow-up and updates to fine-tune your program

SPIRE2 COMMUNICATIONS, INC.

(630)
510-
3175

WWW.SPIRE2.COM

Spire2 doesn't want you to have just an email marketing program, but a program producing great results. We provide a complete road map on how to maximize your program with an easy to use guide on how to start, tips on how to improve response rates, and periodic updates with information to help strengthen your program. With almost 15 years experience assisting companies of all sizes get marketing results, our goal is always to exceed expectations.

