

E-Communications Program

Keeping in Touch is Just a Click Away

The Spectramedia E-Communications Program is an email marketing and communications tool designed for people who need a simple, results oriented system to deliver content to their growing list of prospects and contacts. You send us your content and we take care of the rest – design, delivery and detailed reporting!

Newsletters	Invitations	Promotions	Holiday Greetings	Press Releases
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List Building

Subscribe!
Enter your email to join the SPECTRAMEDIA newsletter today!

HTML
 Text
 AOL

We will help you build your contact list by:

- Importing your contacts into your own personal database
- Creating a sign-up box on your website that links directly to your website which allows visitors to automatically subscribe or unsubscribe
- Allowing you and your staff to add new contacts anytime by entering them in your online sign-up box

Professional Designs



We will create a professional image for your company by:

- Creating a custom designed e-communications with your company's look and feel
- Personalizing each E-Communication with a "Dear Name of Contact" greeting
- Automatically sending text only e-communications to "low-tech" recipients

List Management



- Unlimited Subscriber Groups**
 Recognizing that you may require a number of different lists to store different types of subscribers, we can easily create “sub-groups” with particular preferences so that the emails you send are targeted to that group.
- Add your own custom fields for each list**
 You can easily extend lists to capture anything and everything you’re after. Whether it’s address, phone number or favourite lipstick, we’ve got you covered. Not only that, but you can easily personalize your emails with any of the custom data you’ve captured. It’s also very easy to create subscribe forms to capture all this new data on your web site.

Smooth Delivery

- All emails will be sent through our high speed, high bandwidth connection
- All replies to your e-communications will be sent directly to you
- Your e-communications can easily link to your website, bringing the business back to your front door
- Contacts can easily unsubscribe at anytime if they so desire

Tracking and Reporting



We provide a comprehensive set of real-time reports allowing you to accurately measure the effectiveness of every campaign you send. This includes a Campaign Snapshot featuring the open, click-through, unsubscribe and bounce rates for the campaign as well as the following drill down reports:

- Recipient Activity Report** - See which recipients opened, did not open, clicked links and unsubscribed from this campaign.
- Link Activity Report** - Find out how popular each link in your campaign was and who clicked each link.
- Opens Over Time** - Track the open activity over time for the entire campaign down to each minute.
- Unsubscribes Over Time** - Track the number of recipients who unsubscribed from the campaign over time.
- Recipient Bounce Activity** - See which subscribers did not receive the campaign and why.
- Bounces Over Time Report** - Track the bounce activity over time for the entire campaign down to each minute.
- Forward to a Friend Activity Report** - Track which recipients forwarded your campaign and who they forwarded to.

Additional Features

Website Newsletter Archive

- We will create a section of your website where visitors can read your past issues. Each time we publish an e-communication, we will automatically add it to your website. This is a great way to convince visitors to subscribe!

Print E-Communications

- We will gladly create print versions of your e-communications for you to mail or distribute to your clients. (additional – quote available upon request)

Frequency

The number and frequency of e-communications you send out is up to you. Pre-purchase the number of issues that suit your needs and budget.

Our Privacy Guarantee

SPECTRAMEDIA respects our clients' privacy and will not sell, share, or rent any information provided to us.

Customer Support

At Spectramedia, the client always comes first. We will happily assist you with any questions you may have.

We look forward to creating a successful e-communications program for your business. If you have any questions or require pricing, feel free to contact us at info@spectramedia.net