



# Email Marketing System Options

## Different Systems for Different Users

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We run various different types of systems for different users based on their email marketing requirements. If you have your own email marketing system then that is fine too, we provide you with HTML templates only. There are two main options for you to consider.

### **01 Pay As You Go System - It's easy!**

1. Send us the content & contacts for your email campaign
2. We design your campaign and send you back a proof for your approval
3. Once you are happy with the design, we build it and send it to your database
4. After a period of 24-48 hours we send you a statistics report which will allow you to view your campaign response in detail (including, who opened the email, when they opened it, how many times they opened it, what links they clicked on etc.)

### **02 Full Access - Your Own System!**

1. Amend, edit and delete the HTML template (your own or we can design one for you!)
2. Upload different databases to target your campaigns at specific users
3. Track and trace each email campaign using the campaign statistics to see who opened it, when they opened it, how many times they opened it, which links they clicked on etc.
4. Take full advantage of all the features detailed in this document!

### **Help & Advice**

Sometimes we just need a helping hand! We can help you map out a campaign, design a campaign or run a campaign that hits your targets in the most efficient way. Maybe you have something a little bit more complex in mind. Great! Let us know we love a challenge! Get in touch to see how we can help!

### **Our systems are extremely cost effective!**

We would be more than happy to provide you with a demo of our system so that you can see for yourself how it works! Get in touch to discuss your requirements and costs.



# Email Marketing Features & Benefits

## Email Design Features

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### 01 Upload or Import Content

As well as using the WYSIWYG editor, you can upload your existing email campaign from your computer or import it from a web page.

### 02 Easily Upload Images

Upload as many images as you like into your email campaigns. Unlimited free image hosting is included with every account.

### 03 Easy WYSIWYG Editing

Use the built-in WYSIWYG editor to make changes to your email campaigns. You can format text, upload and insert images, add links and more.

### 04 Popup and Inbox Previews

See exactly how your email will look before you send it. You can view a preview in your web browser or even email it to yourself.

### 05 Use Your Existing Template

There's no need to design your email template from scratch. You can upload or copy+paste your existing template (with images) into Pink Email Marketing in just a few seconds.

### 06 Email Personalization

Personalize your email with two clicks using custom fields such as first name, age or company name. It works the same as a mail merge in Microsoft Word!

### 07 Advanced HTML Editing

Advanced users have full access to customize the HTML of their email campaigns, right from the WYSIWYG editor's "source" tab.

## Email Campaign Features

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### 01 Easy, Automatic Unsubscribes

The "Insert Unsubscribe Link" button makes it easy to add an unsubscribe link to your email campaign, which is required by law in most countries.

Also, all unsubscribe requests are processed for you automatically giving you and your subscribers peace of mind.

### 02 Free, Built-In Spam Checking

Your email is analysed for known spam keywords and the spam report shows you exactly what needs to be changed, ensuring your email is delivered to as many of your subscribers' inboxes (and not junk mail folders) as possible.

### 03 Forward to a Friend Link

Encourage subscribers to share your email by including a "forward to a friend" link in your email. You can even see a report on who forwarded your email to a friend and when!



# Email Marketing Features & Benefits

## Email Campaign Features

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### 04 No Duplicate Emails - Ever

You never have to worry about duplicate emails. We guarantee you'll never find a duplicate email address in your list.

### 05 Upload & Send Attachments

Full support for uploading and sending attachments along with your emails.

### 06 Embed Images As Attachments

When sending a campaign you have the option to embed images as attachments, meaning your email can be viewed (once downloaded) without an internet connection.

### 07 Automatic Bounce Handling

Bounced emails (both soft and hard) are processed and removed from your list for you automatically, meaning your list is always clean.

You can also export a list of which email addresses bounced and see both soft and hard bounce details.

### 08 Send Now or Later

With full support for scheduled sending, you can blast your email out immediately or schedule it to go out at a later more convenient time.

### 09 Send to Multiple Lists at Once

Easily send your email campaign to multiple contact lists in one send. Duplicate emails are removed automatically before sending.

### 10 Dynamic Content Blocks

Dynamic content blocks allow you to personalise a section of your email message based on custom field values. For example, if the subscriber's hobby is golf, you can show a golf ball. If it's hockey, you can show a hockey stick, etc.

### 11 HTML, Text or Both (Multipart)

Create beautiful HTML emails, informative text emails or both using the integrated campaign editor. Multipart emails are sent as HTML and text and your subscriber's email client will show whichever version it supports best.

### 12 Automatic Inbox Preview

For maximum impact and click thrus it's important that your email looks the same in all of the popular email clients, which isn't always easy.

The inbox preview tool shows how your email will look in all of the popular email clients (Yahoo, Gmail, Hotmail, Outlook, etc).

If something is found to be out of place, you're shown exactly what to change to ensure maximum inbox compatibility.

### 13 CAPTCHA Form Support

Eliminate automated submissions from your website signup form by enabling CAPTCHA form support.

### 14 Pause & Resume Sending

From the "Scheduled Emails" page you can see a list of emails waiting to send and you can even pause and resume emails that have started sending.



# Email Marketing Features & Benefits

## Autoresponder Features

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### **01 Create Multiple Autoresponders**

Autoresponders are emails which get sent to a contact after they've been on your list for a certain time, such as 24 hours or 2 weeks.

We allow you to create multiple, sequential autoresponder emails for each of your contact lists.

### **04 Open/Link/Unsubscribe Reporting**

Just like email campaign statistics you can see who opened your autoresponder, which links they clicked on and more, including unsubscribe and bounce reports.

### **02 Filter the Recipient List**

You can assign an autoresponder to your entire list or only a portion of it, such as those in Belfast with under 10 employees or leads from last week's trade show who have ticked the "Send me more information" box on your signup form.

This means you can assign multiple autoresponders to one list based on custom filters instead of separating your contacts across multiple lists.

### **03 HTML, Text or Both (Multipart)**

Create beautiful HTML emails, informative text emails or both using the integrated campaign editor. Multipart autoresponders are sent as HTML and text and your subscriber's email client will show whichever version it supports best.



# Email Marketing Features & Benefits

## Advanced Email Marketing Features

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### 01 Split Testing

Find out which of your email campaigns performs the best based on open rates and click-thru rates with split testing.

You can even run a split test on a small portion of your list and send the winning email to the rest of your list automatically after a predefined period of time!

Unlike other email marketing software which limits you to A/B split testing, you can test unlimited variations in a single split test.

### 04 Manual Event Logging

Using the built-in event logging system you can quickly and easily log events such as phone calls and meetings next to contacts in your list.

Each user can define their own event types and follow up reminders can be added through the software automatically to your Google Calendar if enabled.

### 02 Triggers

Put your follow up tasks on autopilot with triggers. Send birthday and anniversary reminder or promotion emails, move contacts between lists when they open your email or click a link and a whole lot more!

With triggers you can:

- Send recurring emails based on a date such as a birthday
- Add contacts to new lists based on events (such as opening an email or clicking a specific link)
- Remove contacts from the list they are on based on an event
- Add/remove a contact from a list on a date in the future

### 05 Google Calendar Integration

The system has full support for your Google calendar. Easily add follow up reminders to your Google Calendar simply by clicking the "Add to Google Calendar" icon next to any date field when editing a contact's details.

### 03 Automatic Event Logging

Every time a contact in your list receives and opens an email campaign or autoresponder, or when they click a link in your email, that action is logged automatically under their contact profile.

You can see a complete history of every email they've received, which links they clicked and when they opened your emails.

### 06 Surveys & Feedback Forms

Use the drag & drop editor to quickly create a completely customised survey then link to it in your email or autoresponder and blast it out to your list. Responses are collected and can be analysed, browsed and exported to Microsoft Excel for further processing.



# Email Marketing Features & Benefits

## Statistic Reporting Features

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### 01 Email Open Reporting

You've created and sent the perfect email campaign, but how many people opened it and when? Our email marketing system tells you this and more.

From the statistics tab you can see exactly who opened your email and when. View the data as a visually appealing bar chart or as a data table with more detail.

You can view the open rate report for the last 7 days, last 30 days, last year or even a custom date range.

### 04 Email Bounce Tracking

Bounces are handled for you automatically and you can view reports showing which email addresses bounced, when and why, with an exact error message from the email provider, such as "Email address doesn't exist".

### 02 Link Click Tracking

See which links were clicked, by who and when. Your sales team can follow up with leads who've shown interest in your products by clicking a link in your email. Talk about making contact at the right time!

### 05 Unsubscribe Reporting

See unsubscribe statistics for each email campaign you send, either for a specific date or over time.

You can view the details of everyone who unsubscribed and see the unsubscribe rate relative to open and bounce rates.

### 03 Google Analytics Integration

As you're sending an email campaign you can type in your Google Analytics details and a tracking code will be added to all links in your email, giving you full integration for number of visits, goals and e-commerce conversions for that campaign.

### 06 Forward to a Friend

See how viral your email campaign really is with complete details of who forwarded your email to a friend and when.



# Email Marketing Features & Benefits

## Contact Management Features

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### 01 Full List Management

You'll always be compliant with spam laws and best practices thanks to the automatic handling of opt-ins, unsubscribe requests and bounced email cleaning.

### 04 Unlimited Custom Fields

Create multiple custom fields to store additional information about contacts such as location, interests, last name, phone number and more.

You can then add custom fields into your email campaigns to personalise them, similar to a mail merge in Microsoft Word.

### 07 Modify Subscription Details

Each contact on your list can modify the details of their subscription, such as email address, first name, preferences and more.

### 10 Powerful List Segmentation

Filter contacts across multiple lists based on common attributes such as location or interests and send emails to each segment.

### 02 Add or Import Contacts

Type in contacts details one by one or even import existing contacts from Microsoft Excel, Outlook or a CSV file.

### 05 Create Multiple Contact Lists

Create as many contact lists as you need, allowing you to group contacts based on type or lead source, such as "newsletter subscribers" and "sales leads".

### 08 Bulk Remove Contacts

Remove large groups of contacts from your list by typing in their email addresses or uploading a file.

You can remove contacts permanently or mark them as unsubscribed so they won't receive any new emails you send out.

### 11 "Do Not Mail" List

The built-in email suppression tool allows you to keep lists a list of contacts who shouldn't (and won't) be sent your emails under any circumstance.

### 03 Website Signup Forms

Easily create customised signup forms with your company's color scheme to add to your website.

### 06 Double Opt-In Confirmation

Keep your list clean and follow best practices by requiring new subscribers to click a link in an email (generated and sent automatically) to verify they want to join your list.

### 09 One-Click Unsubscribe Links

Automatic unsubscribe links in your emails give subscribers peace of mind and help you more than comply with CAN-spam laws.

### 12 Customisable Contact Views

When viewing your contact list in "grid mode" you can choose which of the contact's details appear in the grid, giving you the details you need quickly.



# Email Marketing Features & Benefits

## CAN-Spam Compliance Features

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