

# Internet Mail Manager:

**CRMail - Your eCRM solution**

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**Personalized Email Automation**

[www.303media.com](http://www.303media.com)

- CRMail ○
- Surveys ○
- eCommerce ○
- Customer Profiling ○
- Event Registration ○
- Newsletters & Promotions ○

## CRMail - Your eCRM Solution

303 Media offers advanced email integration with your existing website/s. CRMail enables automated personalized email to your subscribers/customers. This is very unique to 303 Media. We set up integration points on your website to let Mail Manager know when you subscriber is doing something you want to tie to a particular email message – then or at some point in time later, they will receive a specialized targeted message.

- ➔ Integrates with your website
- ➔ Automatically adds registrants and customers to your subscriber list, all automatic with no processing on your part.
- ➔ Automatically sends a series of messages to customers, subscribers, and prospects. Fully customizable, send any number of days after registration. CRMail can also be triggered by a person's activity on your site - keeping the sales cycle turning.
- ➔ Fully personalized emails, fostering loyalty and sense of community
- ➔ Each person gets the same series of messages in the right order, no matter when they sign up.
- ➔ All messages are tracked by opens and click-through. We also have automatic bounce handling and forwarding features. All of our email marketing features are available when using CRMail including surveys and polls.



## Ways to Use CRMail:

- ➔ Automatically send registrants email at 4 days then 10 days and then 30 days after they sign-up. This helps keep your product or service stay fresh in their mind.
- ➔ Reminders to customers who haven't ordered in awhile
- ➔ Cross-sell to your customers
- ➔ Automatically send customers or students course materials each month after they pay online.
- ➔ Encourage people to buy your product or software during their trial period. Send increasingly better offers over time, evening enticing them to convert from using your competition.
- ➔ Remind people to donate to your organization.
- ➔ In real estate, auto-send home buyers and sellers seasonal messages.
- ➔ College and universities - improve the number of applicants completing applications and increase the number of quality prospective students.

CRMail lets the data flow from your website, emails, and survey responses. All this data can be used to automatically target and tailor your future communication with the customer.

## Steps Involved:

1. Email or call us to get your account set up.
2. Define your schedule, who gets email and when.
3. Create templates (messages can be fully personalized). Or you can have our designers do that for you.
4. We then help you add integration points on your website to get data flowing into your CRMail database. We have full documentation and support staff to help you. This is usually as simple as pasting HTML code onto web pages on your site.
5. That's it... then people will begin to reply to these automatic messages or call you depending on your call to action.
6. You can log in to our web-based service anytime any day to view online reports and tracking. You have complete control over what and when messages are sent.

**Contact Information:**

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