



What to Look for in an eMarketing Solution

Contents

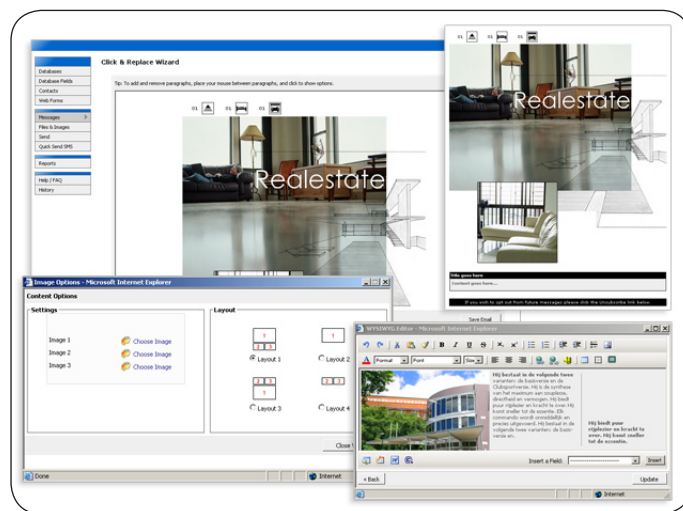
What to Look for in an eMarketing Solution	3
Usability	4
Functionality	5
Database Management Tools	5
Campaign Management Tools	6
Reporting Tools	7
Flexibility	8

Usability

An eMarketing platform will be easy enough for a first time user to effectively administer a campaign and functional enough for a experienced eMarketer to push the system to its limits. This level of flexibility is not very common and is generally only provided by the top tier providers.

The following points should assist you in identifying a user-friendly solution:

- ✦ Is there access to a free trial of the system?
- ✦ Is there access to phone or online support or training?
- ✦ Is there a guided tour or easy start wizard?
- ✦ Is it easy to understand how to navigate around the system and perform various tasks?
- ✦ Is it easy to manage and organise your contacts into different lists, and add new information about your contacts as it becomes available?
- ✦ Is it simple to edit the design and content of your emails without knowing any HTML code?
- ✦ Does the system have an online help system?
- ✦ Is phone or face-to-face support available?

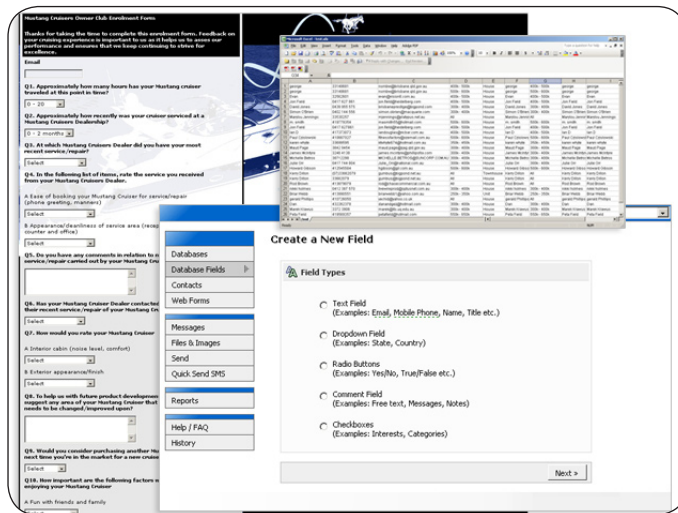


Functionality

An eMarketing system should support the entire eMarketing process from data capture through to campaign reporting and everything in between. There are a number of functions that are critical to the success of your eMarketing, and should be “must have” features in any solution you are evaluating:

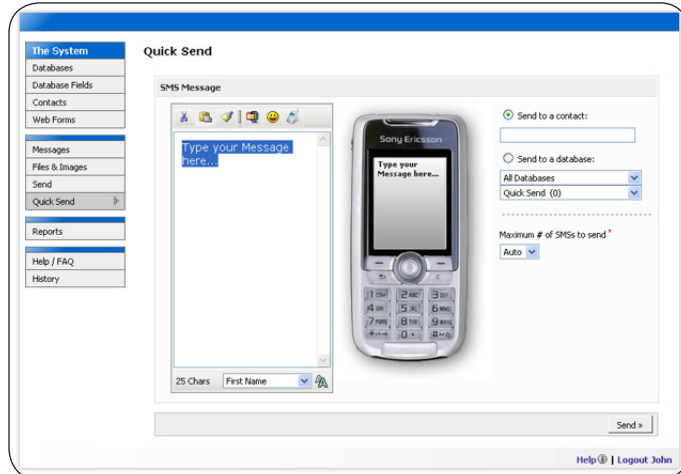
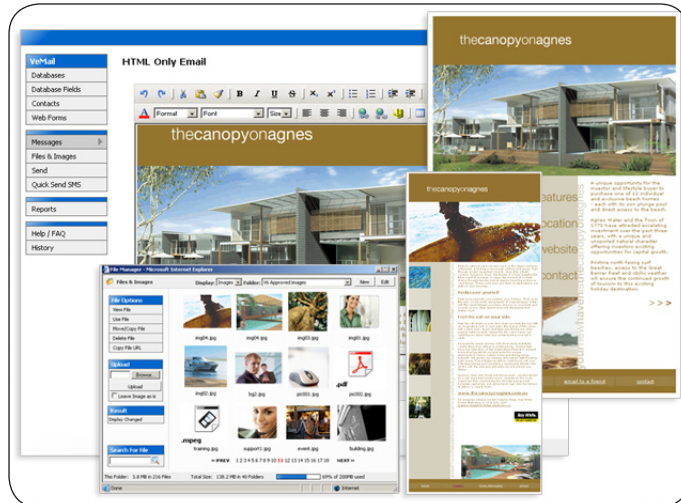
Database Management Tools

- ❖ Automatic database cleaning and filtering
- ❖ Ability to integrate email and SMS databases
- ❖ Web forms that automatically populate your databases
- ❖ Customisable auto-responder emails
- ❖ Unlimited field restrictions
- ❖ Automatic notification emails
- ❖ Bounce management including identifying the cause of bounced messages
- ❖ Facility to add notes and apply tasks to specific contacts



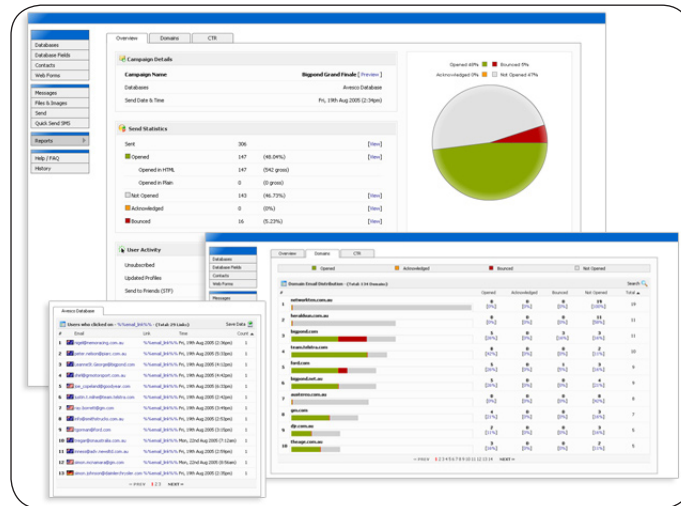
Campaign Management Tools

- ✦ Click and replace templates
- ✦ Visual SMS editor
- ✦ Custom HTML editors
- ✦ File and image hosting
- ✦ Unlimited ability to link to web pages, images, documents and other emails
- ✦ Facility to include personalisation such as name, and other
- ✦ Facility for segmentation of campaigns to specific contact groups
- ✦ Future segmentation of campaigns
- ✦ Scheduling



Reporting Tools

- ✦ Full campaign statistics including:
 - ✦ open rate
 - ✦ click through rates
 - ✦ subscriber and unsubscriber details
 - ✦ send to friend details
 - ✦ updated profile details
- ✦ Facility to download reports for more detailed analysis
- ✦ ROI Calculator



Flexibility

Is the system flexible enough to suit the changing needs of the business and allow it to grow.

Some key points to look for when evaluating flexibility are:

- ❖ Does the system cater for multiple users in different locations?
- ❖ Does the system provide the administrator with the ability to define and restrict permission to different users?
- ❖ Does the system support “corporate lock down” emails?
- ❖ Can the system be re-branded to suit corporate users?
- ❖ Does the system have online and offline support for administrators?
- ❖ Does the system provide multiple levels of access for resellers or franchisors/ administrators?
- ❖ Does the system provide an administrator console for resellers or franchisors?

