



Announcer Pro Business Email Marketing Solutions

Engage customers. Promote Products. Drive traffic to your website.

Consolidated Communications Email Marketing Solutions make it easy to create and send professional email newsletters to your customers. Create one or many campaigns that can be sent to targeted customers at different times.

Send a monthly company newsletter, or tip of the week; promote a seasonal sale or new product line up. Give your customers a reason to keep your company, products and services top-of-mind.

Build Your Brand with Email Marketing

- **Look Professional:** Easily create and send professional email newsletters to your customers. Choose from hundreds of email templates that include suggested text and titles.
- **Ease of Use:** Customize your email marketing with a simple drag-and-drop editor.
- **Stay Connected:** Create engaging customer communications to stay top of mind even after a purchase.
- **Improve Your Marketing:** Measure and improve your email marketing campaign performance with detailed reporting, including open and click rates and social media activity so that you target the right customers with the right message at the right time.

Detailed Benefits

No Expertise Required

- Choose a template or layout, add your content and click send—anyone can send powerful email marketing campaigns.
- Useful, pre-populated templates for your business-type, from newsletters to coupons and event invites and even holiday themed layouts.
- Preview your designs, send test emails and perform SPAM checks to ensure your email meets best practices.

Stay Top-of-Mind

- Easily manage multiple campaigns.
- Pre-schedule specific dates and times to send emails whether you are in or out of the office.
- Create auto-response emails for customers who subscribe.

Social Integration

- Increase visibility of your marketing campaigns by integrating Twitter and Facebook “share it” links.
- Share your emails directly to your Facebook or Twitter accounts.

Build your send list

- Add a sign-up form to your website to increase your mailing list size and stay top-of-mind with more customers.
- Import contacts from Outlook, Yahoo or Gmail, or upload list files.
- Segment your contact list for targeted messaging.

Campaign Reporting

- Measure the effectiveness of your campaigns with detailed reporting on:
 - Total emails sent and opened
 - Bounces, clicks and unsubscribes
 - Social media activity
- Download detailed reports in HTML, CSV or PDF formats.

Features

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- Choose a template or layout, add your content and click send—anyone can send powerful email marketing campaigns.
- Useful, pre-populated templates for your business-type, from newsletters to coupons and event invites and even holiday themed layouts.
- Preview your designs, send test emails and perform SPAM checks to ensure your email meets best practices.

Professionally Designed Newsletter Templates

- A wide variety of templates. Choose from over 300 pre-built newsletter templates that include suggested text and titles.
- A layout for different newsletter types. Traditional newsletter style, coupon/special offer and special announcement.
- Easily add your own content using drag and drop functionality. Upload your logo, add text, links and social media.
- Simple drag and drop editing, for example:
 - **Adding block(s):** Allows additional customization to your email.
 - **Modifying Font Style, Colors, and Text Size:** Double-click on the text block you wish to modify. Highlight the text you wish to reformat, click on the font change button. A screen will pop up allowing you to Select Font Style, Font Colors and Font Size.
 - **Insert and Edit Images:** Build your own library of images by uploading the image files; and or utilize the free image library to place additional images into your site.
 - **Create/Edit link and Remove link:** Highlight the text you wish to link from. Click on the hyperlink icon. A screen will pop up.
 - **Preview:** Preview all the changes made.
 - **Send Test:** Send email tests prior to sending your email to your contacts.
- Add your own images or choose from a library of 30,000+ free images.
- Personalize your newsletters. Properly address customers by adding first and/or last name.

Schedule Multiple Campaigns

- Easily manage multiple campaigns. Pre-schedule specific dates and times to send individual newsletters whether you are in or out of the office.
- Unlimited number of newsletters. Unlike other email marketing services, send as many newsletters without worrying about restrictions or additional costs.

Contact Management

- Easily build your contact list. Create individual contacts or upload existing contacts in excel.
- “Lists”, “Add Contacts”, “Search Contacts”, “Import/Export Lists” and “Merge Lists”.
- Import contacts from Outlook, Yahoo! Mail or Gmail or LinkedIn.
- Import Contacts from file on your computer.
- Organize your contact list. Add, edit or delete individual contacts with easy-to-use management tools.

Social Media

- Increase visibility of your campaigns. Integrate Twitter and Facebook “share it” links.
- Share emails to your social media directly through the “Social Networking” tab.

Campaign Reporting

- Measure the effectiveness of your campaign. View detailed reporting on:
 - Total emails sent and opened
 - Clicks, bounces and unsubscribes
 - Social media activity (Twitter or Facebook share clicks)
 - View email performance as list, percentages and visual breakdowns.
 - View and download up-to-date reports in PDF, HTML or CSV format.
 - Compare the performance of your sent campaigns.

Abuse Management

- Respect opt-in and unsubscribe laws.
- Automatic duplicate email address verifier.
- Measures in place so that emails are more likely to be delivered directly into the recipients’ inbox instead of a spam folder.

