

# Online marketing at your fingertips

Edit Panel™ now includes<sup>†</sup> a flexible, fully integrated forms, database and email marketing system.

Why purchase email marketing software or pay a web designer to add features for you?

Easily adapt your site to new marketing strategies and changing needs as your business grows.



## Reduce your marketing expenditure with interactive and customer-friendly features

- Send professional email/newsletters
- Design your own instant response emails
- Upload linkable documents and provide FAQ pages
- Create databases for customer details and preferences
- Use pre-built or customised forms to accept information



## Communicate with your customers using powerful and easy-to-use tools

- Promote your products & services with special offers and information bulletins
- Send personalised email/newsletters to specific target groups
- Automatically respond to online enquiries and applications
- Upload lists of your customer details and email addresses
- Capture data submitted by visitors and customers
- Generate new business through referrals
- Grow your customer database
- Receive valuable feedback



## Create effective email marketing campaigns

- Generate repeat sales
- Improve sales conversion
- Increase brand awareness
- Encourage off-line purchases
- Up-sell and cross-sell products & services

<sup>†</sup> Included FREE with any WEBSITE EXPRESSIONS® package which has Unlimited features (BU, BUE, BUP or BUEP).

Call now on **(02) 4948 1555** or email [sales@websiteexpressions.com](mailto:sales@websiteexpressions.com).  
Visit our website at [www.websiteexpressions.com](http://www.websiteexpressions.com) for further information.

**WEBSITE EXPRESSIONS®**  
empowering business

Edit Panel™ can easily become your online marketing control centre.



#### ***Start and grow your permission-based mailing list***

Add a Contacts form to your website, or create a customised form to capture additional information. Edit Panel™ will automatically send a confirmation email to verify the email address of each contact. Customised forms can be set to confirm email addresses in the same way. You can also upload a mailing list (if you have each person's consent prior to sending them email).



#### ***Comply with anti-spamming laws using built-in unsubscribe features***

Australia's anti-spamming law states that in order to send an email message to a person you must have their express or inferred consent. Email/newsletters include an unsubscribe facility which allows the recipient to change the categories of emails they wish to receive, or opt-out completely. This is automatically enforced within Edit Panel™ to ensure you remain compliant with the law.



#### ***Create email messages to look the way you want***

Use email pages to customise layout and styling to suite your brand image and personal preference. Add blocks with selected appearance options, images, and styles to achieve your own unique design.



#### ***Send professional email/newsletters***

Keep in touch with your customers and members through text or HTML email messages containing pictures, product items, links and other web elements. Recipient email addresses can be sourced from your Contacts Database, Members Database (Protection package), and any custom databases (containing Email Address fields).



#### ***Promote your brand, gain feedback and inform your audience***

Increase brand awareness with regular updates, gain valuable client feedback through online surveys, implement market research campaigns, provide helpful hints and tips, and educate existing and prospective customers about new product and services.



#### ***Divide your email into pre-defined categories***

Create any number of email categories to allow your customers to choose which email communications they wish to receive, rather than having to opt-out completely. For example, you may choose to categorise email as Newsletters, Special Offers and Technical Updates.



#### ***Target your market segments with filters based on keywords***

Create targeted email marketing campaigns with information and offerings that generate high levels of customer interest for a particular sub-group. You can send messages to only some of the collected addresses by creating a keyword filter which uses one or many keywords in combination. For example, a special offer on the latest face moisturiser sent to women who prefer natural beauty products.



#### ***Add merge fields for a personal touch***

Create one-on-one relationships and increase click-through rates by personalising your form responses and email messages. Fields from submitted forms or stored database records can be included using simple text commands. For example, insert the person's name and business address.



#### ***Instantly respond with prepared email messages***

Reduce response times by confirming applications, bookings and purchases with automatically generated email messages, sent to an email address entered into a form. Specific email messages can be triggered whenever a visitor clicks a submit button, manually initiated via Edit Panel™ or within a protected form on a page of your website (Protection package). Also pre-written, professionally drafted email messages can be sent at other stages in the sales process. Create your own collection of field-driven email pages specifically for this purpose.

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