Updated Email Marketing Tool Provides Email Newsletter Simplicity

As email boxes become inundated with messages vying for people's attention, the need to be able to communicate – and stand out – with your market in an efficient, compelling fashion is greater than ever. With the release of Announcer PRO, users have the ability to create, distribute and manage newsletter campaigns with ease and versatility. The end result is an email newsletter tool that offers an attractive way to break through the clutter of standard email messages.

Announcer PRO is an email-marketing tool that allows you to create graphically-rich newsletters, assemble and organize mailing lists, and manage the campaign, all from one easy-to-use interface. Equipped with a complete abuse-management system and anti-SPAM manager, Announcer PRO helps users adhere to the policy standards demanded within the email marketing industry. Announcer PRO is a one-stop-shop for email newsletters.

Newsletter Creation

Announcer PRO makes building a newsletter quick and easy by providing numerous HTML templates to help as starting points for projects. With drag-and-drop functionality for all formatting and design, users can import any of their own graphics – or couple them with the more than 30,000 images available in the royalty-free image gallery – allowing them to design enticing, graphically-rich newsletters in minutes.

List Management

Announcer PRO provides many alternatives for users to build their databases and distribution lists, including importing csv-files, text-files, EasyStoreMaker Pro files or simply inputting their own lists manually. Users can import, export and edit lists, as well as remove duplicate contacts from imported lists. With the built-in abuse management system, all contacts must opt-in to receive the newsletter.

Campaign Management and Reporting

There are many different options available for creating customized newsletter campaigns and reports in Announcer PRO. For example, campaigns can be programmed based on time and date, delivery in full HTML or simply as a link, and can be run in a series or as one-offs. Reporting features include tracking how many emails were sent, received, bounced back or blocked, as well as the ability to track link utilization, list growth and record origination within lists. Combined with the abuse management system, that includes the mandatory unsubscribe link, and the anti-spam manager, Announcer PRO offers all of the control users require from an email marketing tool.

Announcer PRO Features Include:

» Newsletter Design Tools
» List Creation and Management Capabilities
» Campaign Management System
» Full Reporting Tools
» Abuse Management System

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