

Managed communications

Create mail list(s)



Define subscribers



Create message



Send



So simple!

Free upgrades

As a hosted services client you automatically receive free product upgrades for the duration of your subscription.

messageMaker is an online marketing application that allows you to manage your relationship with people who want to hear from you in a way that is personalised and immediate.

Communication is the lifeblood of any business. messageMaker will assist you in improving your sales and in building strong relationships with your customers and prospects with planned and personalised email communications.

Using messageMaker you will be able to manage all your email marketing campaigns in a professional manner that will increase your profile in a cost effective manner. Further messageMaker integrates with both surveyMaker and hyperShop to provide a single comprehensive communications application.

Professional communications

messageMaker allows for the creation of email templates that you can repeatedly use. These templates can be professionally developed and will include not only the visual design, but also the font and heading styles. This allows all your marketing communications to be done in-house to a consistent professional standard everytime.

Key points:

Features	Benefits
Simple and easy to use	Step by step process to sending and managing your email communications campaigns.
Seamless integration	Integrates with surveyMaker and hyperShop to be the single online relationships managements program you need.
Merge ability	Allows you to send personalised emails to address each of your respondents as individuals.
Subscription management	Users can automatically update their details and unsubscribe automatically, without your intervention and saving you valuable time.
Viral marketing	The ability to 'tell a friend' increases the spread of your database and your reach further into your market.
Easy to use text editor	Enables you to develop and manage your own communications in a professional and defined manner.
Test email option	Enables you to send a test email message so that your communication can be checked for accuracy.
Custom templates	Templates can be developed for you so that all your communications are professional and consistent.
List importing and exporting	Your mailing lists can be uploaded and downloaded with ease to enable you use your data for other uses.
Campaign reporting	Reports on all data that can be meaningfully and accurately reported, including e-Mail bounces, forwarding, change of details and opt ins and outs. Full data reports are available to download for analysis.
Bounce handling	messageMaker handles all bounces automatically. If an email cannot be successfully delivered the recipient is deleted from the database.
Reuse campaign	A campaign can be copied, modified and sent to another mailing list saving you valuable set-up time.
Attachments	You can add attachments to your campaigns to add further relevant information.

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