



Berners

Marketing

Have you harnessed the power
of email marketing yet ?

Create your own fully
branded emailers to keep
in touch with your clients
and prospects.

E-bulletins | E-newsletters | E-surveys | On-line event booking | E-forms

Have you harnessed the power of email marketing yet?

Are you looking for a cost-effective way to keep in touch with clients and prospects?

Would you like a system that allows you to create and send your own branded emailers?

Do you want to see who is opening your emails and what they are interested in?

Is data protection and the security of your data of importance to you?

Are you looking for more environmentally friendly direct marketing?

Do you want access to a UK-based helpline and training support?



If so, talk to us about how email marketing can help you to fulfil your business objectives.

Create your own emailers

Forget long lead times, when you can create and send your email campaign within hours rather than days. You can create:

- Simple e-shots
- Newsletters
- Data collection forms
- On-line event registration
- On-line survey and analysis
- Attachments to download
- External web links

All templates can be fully branded.

Choose from the templates provided or we can create a bespoke one for you.



Manage your address book

Instant feedback from email campaigns will enable you to keep your database in prime condition

- Import your data from a spreadsheet or csv file
- No limit to number of addresses
- View individual contact histories
- Create unlimited categories
- Manage bounces promptly
- Deduplication facility
- Create your own sign-up form



Manage event bookings

With the integral form-builder facility you can collect any information.

It is particularly useful for event registration.

- Take on-line bookings
- Collate guest list
- Email joining instructions
- Follow up emailers
- Feedback survey



On-line surveys and analysis

Use the specialist survey module to carry out on-line research.

- Satisfaction surveys
- Post event questionnaires
- Target market research

No more laborious inputting of results and analysis - it is all done for you.



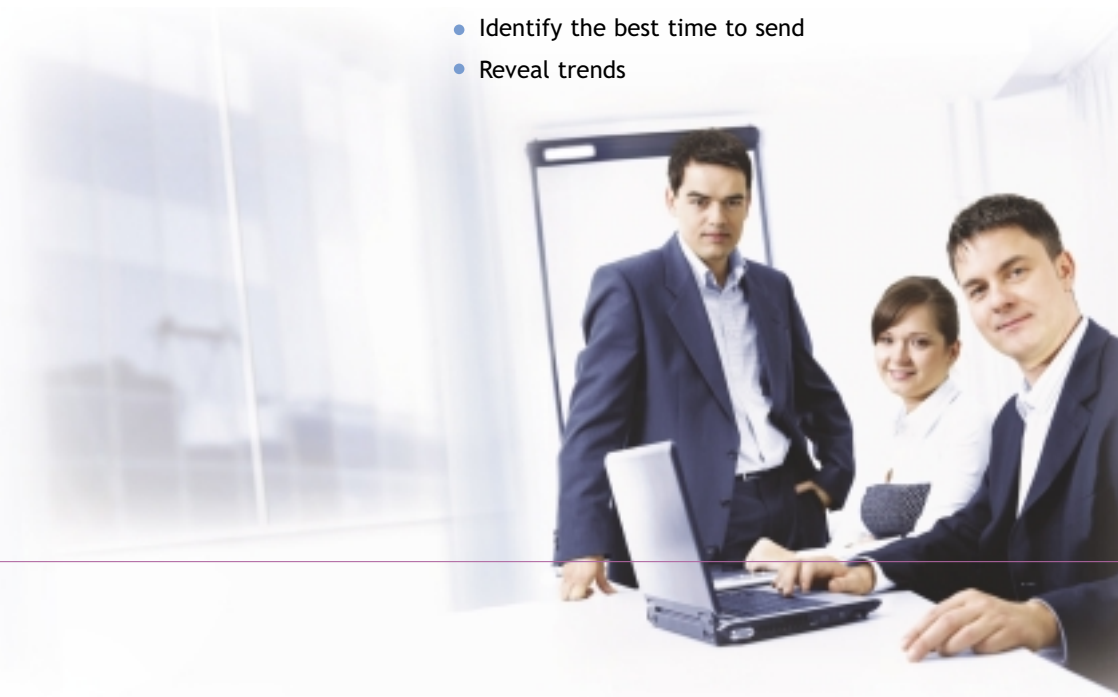
Maximise deliverability

- Keep your email data safe and secure
- All emailers include unsubscribe facility
- Regular whitelisting
- No risk to your server
- Includes HTML, plain text and on-line versions
- Automatic virus checking
- No load on your internet connection

Comprehensive reporting

Boost your business development activities with the valuable tracking information.

- See who opens and clicks through
- Capture direct enquiries
- Research bounced emails
- Identify the best time to send
- Reveal trends

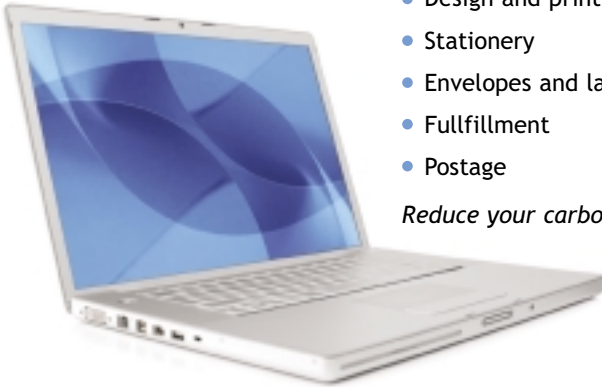


Cost savings

Make your marketing budget go further with savings in:

- Design and print
- Stationery
- Envelopes and labels
- Fullfillment
- Postage

Reduce your carbon footprint too!



Interested ?

To arrange a demonstration, call us on
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