



aSQUARED

Everything you need to create, send, track and profit

Advertise your promotions and services on a regular basis with aSQUARED Email Marketing software.

With your company's branded email templates, you can will enhance your online marketing with these extremely powerful tools and includes Newsletter signup integration, social media integration and full reporting of customer responses.

Advertise website promotions and services on a regular basis through customer email lists.

- Any new customers or newsletter sign ups would automatically be added to the email customer lists.
- We can setup individual lists targeting certain customers, eg loyalty point customers for specific promotions.
- Use email campaigns to drive traffic to site and purchase product through target promotions and special offers.
- Create polls/questionnaires for customers to respond to or evaluate products and services.

Our aSQUARED Email Marketing software will automate many functions such as newsletter signup, bounce emails, unsubscribe options.

Create newsletters & email campaigns with ease

Use our email designer to create beautiful & engaging emails.

Content that is personalized and dynamically generated

Every email can be personalized for your contacts. Ensure content is relevant by creating content that shows up for contacts who match certain conditions.

Track Behaviors & Interests

We help connect your email campaigns, social marketing, and web site traffic. Understand how your contacts use all of these mediums and use the data for personalized campaigns.

Extend Your Emails

Embed video, live ecommerce data, and real-time blog posts.

Don't settle for static and stale content. Embed live product data from your store, recent blog posts, and add Vimeo or Youtube videos.

And includes powerful tools to completely automate your follow up marketing too:

- **Follow up with prospects automatically using autoresponders.** Send a series of personalized email messages to new leads at intervals you define. It's like having your own dedicated sales team working for you around the clock.
- **Optimise your email click through rates with split testing.** Send a few variations of your email to a sample of your list and have the best performing one sent to the rest automatically.
- **Automate your list management with triggers.** Automatically convert leads to opportunities when they open a specific email, remove inactive leads from your list or even send a follow up email when a particular link is clicked - automatically.
- **Keep your lists clean and up to date with automated bounce processing.** Invalid email addresses can be removed from your list automatically based on "smart bounce rules", helping keep your deliverability rate high.
- **See the complete activity of a lead with event logging.** Every time a lead opens your email, clicks a link or performs any other activity, it's logged against their history making it easy for you sales team to qualify their desire to purchase.

14 day
FREE
trial

More Features Than Any Other Email Marketing Software

Our email marketing software is fully featured and was built specifically to help automate your follow up marketing, giving your sales team more motivated leads in the process.

- Completely browser based
- Step-by-step campaign wizard
- Custom fields for personalization
- Autoresponders
- Split test email campaigns
- Powerful, automated triggers
- Full campaign statistics
- Google Analytics integration
- Automated bounced email & unsubscribe processing
- Full WYSIWYG campaign editing
- Easily import/export contacts
- Pause and resume sending
- Automatic event logging
- Built-in CRM functionality
- Google Calendar integration
- RSS email campaign archive

Email Template Design Services

Looking to improve your open and click-thru rates?

Our design team will work with you to create a professional, branded email template which you can use for all of your email communications.



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Email Broadcast Service

Don't have the time or expertise!

Want a full marketing campaign created and distributed for you?

- Setup account & import your mailing list, create automated join newsletter coding to add to your website
- Mailout newsletter.
- Create newsletter (artwork & copywriting), load into template*
- Reporting - supply statics of email broadcast.

* does not inc template design, please see below

\$150.00 per campaign

Email Template Design Services

Looking to improve your open and click-thru rates? Our design team will work with you to create a professional, branded email template which you can use for all of your email communications. Create a customed email template, design & artwork to match your company branding and the content of your first campaign. You can then use this template as many times as you like, just add your content.

And we also install the template for you!

\$100.00 per template

Signup widgets for your website

If you would like us to install a signup or form to your website, we can install an signup widget or any type of form to your website which automatically adds new signups to your mailing lists.

For example:

- you may want a 'join newsletter' signup panel
- you have a shopping cart with members registration that you requires an automatic 'join newsletter' signup

\$50.00