

Email Marketing Solutions

Enhance Email Marketing and Communication Capabilities of your team! Maximize Sales and Marketing ROI!

Email is the cheapest mode of Marketing Communication in today's Internet dominated world. The ROI on email marketing is significantly high when compared with traditional marketing and sales communication channels of your business such as direct mail, call center, advertising (radio, television and print) and cold calls by sales persons.

Whether you are a small business sending a few emails a month or a large corporation sending thousands or millions of emails, in search of leads and customers or a nonprofit organization looking for donors and volunteers, LeadPro 24|7 Email Marketing Automation is the right service for you.

LeadPro 24|7

The Express Edition of LeadPro 24|7 email marketing automation solution can help you drive more traffic to your website, inform people about your company's products and services, earn new customers / prospects and keep in touch with your existing customers. The following are some of the uses that you could employ with LeadPro 24|7 email marketing tool.

- Email Newsletters
- Subscriptions
- Event / Trade Show Invitations
- Reminders
- Product Announcements
- Special Offers
- Thank You Notes
- Product Promotions
- Fundraising / Donation Requests
- Lead Follow-up
- Cross Selling
- Brand Promotions
- E-magazines
- Drip Email Marketing Messages

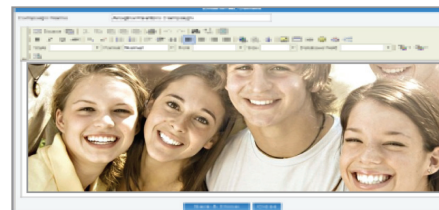
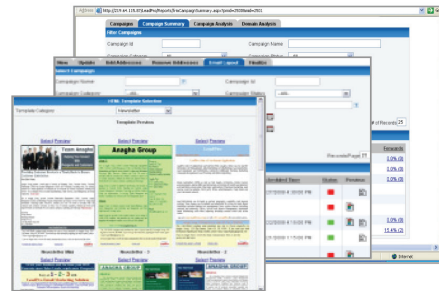


LeadPro 24|7 email marketing solution is very simple to use and easy to understand. LeadPro 24|7 caters to all of your email marketing needs with Opt-in Email List Management, easy to follow Email Campaign Definition and Management Process, and 24/7 availability of Reporting and Analytics. Extensive reports on tracking of email Opens, Clicks, Bounces, and email Forward activities help you measure the effectiveness of the email campaigns. All this can be done without any need for investment in hardware or special software. All you need is access to the Internet and a web browser on your PC.

Features of LeadPro 24|7

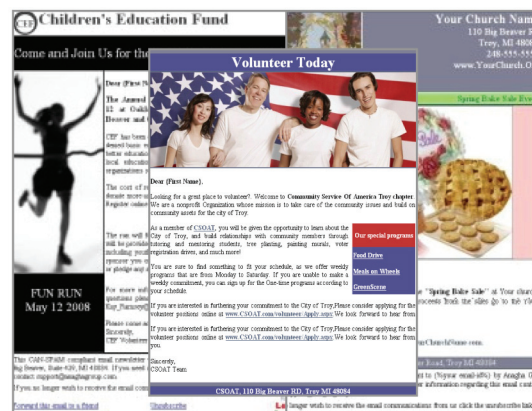
LeadPro 24|7 is an end to end email marketing and communication tool. It has all the features packaged in an easy to use web application. The features are summarized below. For more detailed information, please visit www.leadpro247.com.

- Fully web (browser) based, on-demand service
- Support for Custom HTML/Text Templates
- Image Library to store Images used in Emails
- Support for Unlimited Lists / Campaigns
- WYSIWYG HTML template editor / content creator
- Supports inputs via on-line and off-line sources
- (Sign-up forms, Web entry, Import from XLS, CSV, ASCII, Access, and XML files, etc.)
- Sign-up Forms and Auto Responder
- Customizable Instant Notifications to Advertisers or List Sponsors
- Email Campaign Scheduling
- Forward-to-Friend option
- Drip Email / Follow-up campaigns
- Email Personalization
- List Segmentation and Target Marketing
- Customizable Sign-Up Forms and Notifications
- Extensive Search features (for Lists, Campaigns, Reports)
- Instant Unsubscribe feature (for CAN-SPAM compliance)
- Campaign Effectiveness Reporting and Management
- Google Analytics Tracking Integration
- Advanced web services API for enterprise integration
- Market Reporting including Campaign Specific Reports
- Multiple divisions / business areas supported for enterprise customers
- Multiple editions to suit your business requirements
- Integrated with Lead Capture, Distribution, Tracking and Management
- Integrated with Online Survey Application



Why use LeadPro 24|7?

- 24 X 7 Visibility to Email Campaigns and Subscriber Responses
- Expedites Prospect to Customer conversion
- Ensures Customer Retention and helps to reduce Customer Churn
- Enhances Customer Loyalty
- Available as Hosted Subscription Service; no upfront investment or long term commitment
- Extensive Reporting and Analytics
- CAN-SPAM compliance support
- Lead Management Integration
- Downloadable Reports Data



Who Should Use LeadPro 24|7?

- Small and medium businesses
- Consumer Goods Producers / Marketers
- Financial Institutions
- Real Estate & Mortgage Lenders and Brokers
- Event / Marketing Organizations
- Publishers, Advertisement Agencies
- Non-profit Organizations
- Professionals (Attorneys, Healthcare providers, Insurance agents, Realtors, etc.)
- Educational institutions and Coaching centers
- Retail stores, Restaurants, Builders
- Manufacturers / Distribution Channels / Franchisees



Reporting and Analytics

LeadPro 24|7 E-mail Marketing Automation system provides a wide range of tracking and reporting features that are useful for monitoring day-to-day activities as well as for long term Marketing ROI planning.

Some of the Reports included are:

- Lists, List Sources, List Types
- List / Campaign Subscribers
- Campaign Status
- Campaign Summary
- Campaign Analysis
- Bounced Emails Report
- Email Opt-out, Opt-in Statistics
- Email Click Thru Report
- Campaign Performance
- List Domain Analysis
- Usage Metrics Reports



Free Trial Offer

Make use of the Free Trial Offer; explore the simplicity and extensive features. Sign Up for a 30 day, no commitment Free Trial by logging on to www.leadpro247.com/freetrial.aspx to test drive the LeadPro 24|7 Email Marketing Automation service.

More Information

Complete information on LeadPro 24|7 suite of solutions including Email Marketing, Online Surveys and Lead Capture, Distribution, Tracking and Management, is available at www.leadpro247.com. The website contains detailed information on solution features, email management best practices, product tours, pricing guides and newsletter archives among other resources.