Vadmin 3.0 Email Marketing

Does your business regularly do print send outs or fax runs?
Does your business have an email list?

Vadmin 3.0 Email Marketing is a powerful tool for communicating promotional or organisational information to multiple audiences.

Key Benefits

Reduce costs
There are no per email fees with Vadmin 3.0 Email Marketing, unlike most other email marketing systems.

Targeted marketing
Target your email send outs to maximise response and follow up.

Never miss a branding opportunity
Emails are sent in both HTML and text, so a branding opportunity is never missed. Vadmin 3.0 Email Marketing also uses technologies to help keep your branding consistent and content quality at a high standard.

Strengthen relationships
Build and retain stronger relationships with existing and potential clients, members, investors, peers and colleagues.

Accessibility
Because Vadmin is web based, it does not need to be installed on an individual computer. This means no per email costs, and no installing software. All that is required to access Vadmin 3.0 Email Marketing is a computer with a browser and an Internet connection!

Key Features

- No per email pricing
- Easy to use interface
- HTML and text versions sent
- Supports multiple publications (send out categories) simultaneously
- Multiple design templates
- A send out can be sent immediately or scheduled for a later date
- Image Upload and Optimisation System for uploading and optimising images for the web in your HTML emails
- Attach PDFs and other files to your emails
- Automatic updating of website newsletter sections
- Automatic archiving support
- Publication date support
- Multi tiered role based security for managing Vadmin 3.0 Email Marketing users
- One click subscription process when used with Vadmin 3.0 User Management

Technology

Vadmin 3.0 utilises the latest and most reliable technologies available.
Built in ASP.NET, it is a 3-tier architecture developed in a 100% managed environment. It employs an SQL database back-end, and an ASP.NET Application Server front-end.

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