Mfrastructure EMAIL ™

Mfrastructure Email™

Mfrastructure Email is a Web-based service that helps organizations of all sizes communicate and market more effectively through email. Whether you're sending member newsletters, press releases, product updates or all of the above, Mfrastructure Email's custom-designed templates, real-time response tracking and user-friendly features make it easy to impress your audience and grow your business.

Create stylish html emails (without the html).

We custom design your brand stationery, and then give you the tools to easily create great-looking email newsletters, announcements and promotions.

Send better emails.

With Mfrastructure Email, your emails become stylish brand vehicles. They look more like your website (or your brochure, or your business card), and they help you push your message out in a way that's more likely to impress your audience and inspire them to act.

We custom-build your Mfrastructure Email template, and then we give you the tools that make creating and formatting your campaigns fast and easy. When it comes time to send, Mfrastructure Email makes sure your mailing goes out quickly and smoothly, whether it's reaching 100 or 100,000 people—no duplicates, no "bulk" deliveries, and none of the snafus all too common with lesser mail programs.

How Mfrastructure Email makes sending easy:

- Create your campaign, and our click-and-build screens make formatting text and adding images a snap. Who needs html? Not you.

- Include links in your email, and we'll automatically track how many people (and who) visit your website.

- Send your campaign, and Mfrastructure Email delivers the html version to everyone who can receive html and a text-only version (which Mfrastructure Email has already created for you) to those who can't.

- Mail to thousands of people at a time, and Mfrastructure Email's worry-free send-off means your recipients will be as impressed with your delivery as they are with your message.

Who opened? Now you know.

Our detailed response tracking tells you who got it, who opened it and who clicked it, all in a single screen and all in real time.

Track what happens.

Drop 1,000 postcards in the mail, and what happens from there is anybody's guess. Send 1,000 emails using Mfrastructure Email, and within minutes your audience's response will start coming back. For every campaign you send, you'll know how many people (and who) got your email, opened it and visited your website. Mfrastructure Email tells you how many clicks each link got and even how many people passed your message on using our send-to-a-friend feature.

Your results appear in a handy, single-screen tally. And your response archive gives you quick access to past campaigns and their results. With Mfrastructure Email, you can track your success over time and use what you learn to create more effective emails every time out.

How Mfrastructure Email makes tracking easy:

- For every email you send, you'll know who got it, opened it and visited your website because of it.

- Link to as many pages of your website (or as many websites as you like) and Mfrastructure Email automatically tracks every click-through.

- Name your links, and instead of seeing that 250 people clicked on index/page42059bottom.htm, you'll immediately know 250 people visited your Featured Products.

- Mfrastructure Email automatically flags members who can't be reached (bounces) and those who have opted out of your list (unsubscribes) for you to deal with accordingly.

- And Mfrastructure Email's removal system makes sure that once someone opts out of your list, they're gone for good.

You have a list. Now grow it.

Five people or 500,000 – whatever your audience size, Mfrastructure Email helps you easily manage your members and grow your lists the right way.

✉ Mfrastructure Email™ ....

Grow your audience.

As your email marketing acumen grows, so will your audience. Email is a viral medium: Send interesting, helpful or eye-catching messages to an interested customer or member base, and good things will happen. When those good things do happen, Mfrastructure Email makes sure you're ready to take full advantage. Mfrastructure Email's list management features make adding, editing and importing new members easy, and Mfrastructure Email's signup screen lets members add themselves to your audience from your emails and your website.

Whether you've got a starter list of 50 or a veteran roster of 50,000, Mfrastructure Email helps you inspire your existing members and attract new ones.

How Mfrastructure Email makes lists easy:

- Create multiple lists to organize your audience by interest, geography or status.

- Import thousands of names from Excel or CSV files quickly and easily and Mfrastructure Email will clean your list to find errors and duplicates.

- Mfrastructure Email tracks both hard and soft bounces, helping you keep your list as fresh as possible.

- Use Mfrastructure Email's Signup Screen to let people join your list directly from any page of your website.

- Encourage people to forward your emails without even asking (Mfrastructure Email's send-to-a-friend feature takes care of it).

- Export a copy of your Mfrastructure Email lists to your computer at any time.

The perks of Mfrastructure Email...

What does your Mfrastructure Email service include? Here's a quick recap:

HTML stationery designed just for you
Providing the perfect brand framework for your email newsletters, press releases and customer communiqués

Unlimited customer or member groups
Easily import your entire house list, and then organize your members by interest, program, geography and more

Real-time tracking for every mailing
Mfrastructure Email tells you how many people (and who) get, open and click your emails, and provides you with an archive of results for all past mailings.

Personal assistance whenever you need it
No hidden charges for customer service here. You need us, you call us.

Ready to Get Started?

Curious to see Mfrastructure Email in action? Give us a call, we would be happy to provide a quick over-the-phone demo to answer your questions and spark a few ideas.

Mfrastructure

Building Better Marketing

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