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ccm overview



## corporate communication manager

Engage your customers with Branded, Measured and Targeted eMails. Personalize each message – instantly. Track clickthroughs in real time. Target interested respondents.

eMail continues to play a vital and cost effective role in today's marketing strategy. However, it is more important than ever to deliver content that precisely matches each recipient's interests. Corporate Communication Manager uniquely assures relevance by monitoring recipient behavior and providing tools for further segmentation and targeting.

### Personalized, Branded, Measured, Targeted . . .

- Personalized: HTML eMail templates can be dynamically personalized for each recipient, with Salutation, First Name, Last Name, Company, Title and freeform Quick Notes. I.E.: "Greetings [FirstName], Here is the information you requested. Perhaps some of your colleagues at [Company] might also be interested... "

Additionally, each message includes an individualized URL for modifying subscription preferences or opting out. Recipients can see which mailing list(s) to which they are subscribed, and adjust to their liking.

- Branded: Your firm's own HTML templates are utilized, maintaining a cohesive brand image.
- Measured: The system tracks not only the number of clickthroughs for each link, but the eMail address of each recipient who clicked on it.
- Targeted: Each URL's clickthrough list can be imported to a new or existing list, allowing further follow-up by eMail, Direct Mail or Telemarketing. For example, after recipients click on a link about product xyz, they can subsequently "magically" start receiving eMails with further information about product xyz.



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## multiple mailing lists

The system supports any number of mailing lists, public or private, which can be set up for general categories and/or specific offerings. It is quite common for customers to subscribe to several lists. When selecting several lists for a particular general mailing, the system automatically de-dupes so that each recipient receives only a single eMail – thus averting a sure annoyance.

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## building your mailing lists



We provide a sample HTML form that can be easily added to your web site. Additionally, existing eMail lists can be imported from comma delimited files (Excel). Technically advanced users may interface to the system via XML Web Services, providing avenues for deeper branding and integration. Optional customization services are available.

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## campaign centric

Mailings and their metrics are organized as Campaigns – Related mailings with similar purpose. This perspective highlights the approach and results of each marketing goal, which is a useful platform for future refinement.

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## realtime results

As soon as recipients begin clicking through eMail links, you'll know! Not only how many people followed the link, but their actual eMail addresses. . .even the exact date/time of the clickthrough.

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## get started today

Getting started is easy! There is no software to purchase, install or maintain. Corporate Communication Manager runs on our dedicated high performance server. A web browser is all you'll need to manage Campaigns and track the results.

Contact Blackpants Design Group at 216.371.2650 or 877.899.1704 or [info@blackpants.com](mailto:info@blackpants.com)

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## additional offerings

Blackpants Design Group's "PoweredByBlackpants" suite is comprised of two components: Corporate Communication Manager | Event Builder. Although the communication module is designed to stand alone, it dovetails into the Online Event Registration module to form a comprehensive system. Accelerate the marketing and management of events, seminars, conferences and trade shows via a powerful yet simple application. Please contact us for further information.

