



trilogy networks

*Reliable People...
Reliable Technology.*

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Broadcaster - marketing e-mail management system

Marketing e-mails have become a standard form of customer communication in today's business. Newsletters, sales specials, and general information can all be sent using the Trilogy Networks Broadcaster service. This service enables you to send engaging e-mails for a fraction of the cost of postage.

Features

Cost Effective

E-mails are less expensive than standard mail and are more likely to be read by your target audience.

Discreet

We send personalized individual e-mails to your customer list. This maintains your customers' privacy.

Confidential

Your e-mail list is held in strictest confidence. Trilogy Networks does not sell or distribute your customer information.

Fast

Our e-mail servers can send thousands of personalized e-mails in a very short time. With the click of a button, your entire customer list receives your latest marketing e-mail.

E-Mail List Management

Your customers can manage their preferences by clicking a link that is included at the bottom of the e-mail. Want to sign up for a special interest category? No problem.

Professional Graphic Design

Our Web Team has worked on websites including buy.com, gateway.com, and boats.com. Our expertise will bring life to your e-mails.

Real-Time Reports

Web-based real-time reports for the Broadcaster system allow authorized users to see who was sent an e-mail and see how many of your recipients actually opened the e-mail.

Web-Based Survey Forms

Want to take it a step farther? Ask about our Opinion Survey and Polling service.

Implementation Plan

Moving to the Trilogy Networks Broadcaster service couldn't be easier. Our team works with you to put together a professional e-mail marketing campaign. Some initial questions include:

- ▶ Do you have a list of e-mail addresses for your customers?
- ▶ What look and feel do you want? Our design team can match or complement your existing marketing material or website.
- ▶ What is the frequency of your marketing e-mails? Weekly? Monthly?
- ▶ What is the timeline for initial deployment? It typically takes 4-6 weeks to set up a new campaign. Once the campaign is started, new e-mails are very easy to implement.

