

market
more

email marketing

email marketing
solutions



what is **market more** **email marketing?**

Market More Email Marketing is a browser-based email marketing and autoresponder software, that over 15,000 business owners use every day to create, send and track profitable email campaigns and autoresponders.

all-in-one email marketing software for any business

It is the perfect choice for business owners looking to send email campaigns and autoresponders to their leads, contacts and customers.



Anyone can create and send stunning email campaigns

Build your own email campaigns using the step-by-step campaign builder, or choose from customise over 35 professionally designed, industry-specific email templates.



Easy browser-based contact management

Add contacts to your contact lists one-by-one, or import existing contacts from your CRM, email program, or database using a point and click web-based interface.



'Hands free' follow-up with autoresponders

Follow-up with prospects automatically and on-time using personalised autoresponders, while increasing response rates and conversion rates.



Personalise your email campaigns

Personalise every email you send with your contact's details such as their name, company details, interests and other personal information.



Add web to lead forms to your website

Generate leads directly from your website using the step-by-step web to lead form generator, to add lead sign-up forms to your website in minutes.



Track click-throughs and email opens

Improve and optimise your email campaigns by tracking open rates and click-through rates over time, as well as detailed per-campaign reports and statistics.

Other important features

- Effortlessly deals with even the largest of contact lists and email campaigns
- If you can use Microsoft Word, you can use [Market More Email Marketing](#)

Benefits of email marketing

Let us demonstrate how any business, regardless of size, can turn prospects into customers and customers into lifelong fans of email marketing. Benefits include:

- Business owners are making nearly 50 times the return on their email marketing spend
- Email marketing is the easiest way to increase revenue
- You can follow-up with prospects and leads automatically
- And much, much more...

Enterprise-grade email sending

What really sets [Market More Email Marketing](#) apart from the competition is its powerful integrated email handling utilities. It can effortlessly handle tens of thousands of emails sequentially without ever having any problems common when sending to large lists, including:

- Exceeding the servers memory limit.
- Trying to send emails too fast, which overwhelms the server and cripples any bandwidth-related activity, including the ability to view your website.
- Duplicate sending to the same people over and over again because of a fault in the sending routine.

The software is lightning fast at organising and queueing your emails to be sent, however it's the role of your mail server (this is independent of [Market More Email Marketing](#)) to actually deliver the emails to your recipients.

This leads to the question "What's so good about [Market More Email Marketing's](#) email routing engine?". Here are the critical reasons why your business cannot afford NOT to use the [Market More Email Marketing](#) enterprise-level email routing engine:

- It can handles text, HTML and multipart email sending easily, without using any additional system resources.
- Popular email clients such as Hotmail and Gmail will strip certain characters from stylesheets in standard emails, causing them to display incorrectly - [Market More Email Marketing](#) ensures this never happens to your email campaigns.
- It allows you to specify the encoding of your email campaign, (such as ISO-8859-1 or UTF8) ensuring that encoding is carried over with the email.
- All emails are sent efficiently using the least amount of system/mail server resources possible - For example, loading attachments into the email once, instead of per-subscriber.
- It can effortlessly send emails using a third party SMTP server, or PHP's mail command, depending on your preference.
- It automatically handles SMTP authentication and handles errors appropriately.
- It can handle highly complex sends - For example, when 50+ campaigns, or sequential autoresponders are sent out at the same time.

market more email marketing is the smart choice

Email marketing is a critical business tool, and when it goes wrong your business looks bad. You lose sales and you lose trust with your subscribers. By choosing [Market More Email Marketing](#) you are making the smart decision to have your email campaigns sent using a proven email marketing system.

We've made sure its PHP email class is rock solid and you can be rest assured that no matter how many email campaigns you send, no matter how many autoresponders you schedule, and no matter how many subscribers you have, [Market More Email Marketing](#) can do the job - Every single time.



Professionally designed email templates

The service includes professionally designed email templates that have been tested to work with all email clients including Outlook, Thunderbird, Hotmail, Gmail, Yahoo, etc. You can use these templates to design a custom email template for your client, or you can even upload your own email templates.



Unlimited personalisation options

Create custom fields to capture details about people subscribing to your mailing lists. You can then use these fields to personalise the subject line and the content of any emails you send out through [Market More Email Marketing](#).



Segment and filter contacts

Send targeted emails to your contacts based on their interests and previous history using custom filters, list segments and personalisation options.



Simple, integrated campaign editor

It's easy for you to use the built-in campaign editor to create visually stunning newsletters, promotional emails and flyers. If you can use Microsoft Word, you can use [Market More Email Marketing](#). Create an email campaign using one of the integrated templates in around 20 minutes.



Email campaign scheduling

After you have created an email campaign, it can be sent now, or can be scheduled to send at any time in the future, using the built-in scheduling wizard.



Bulk campaign tasks

Save time and perform bulk campaign tasks such as delete, archive and activate with just a few clicks using the bulk tasks option.



Three ways to create a campaign

Not everyone will want to use the campaign editor, so that's why we have included three different ways to import content for an email campaign - Use the editor, upload a file, or import a file from a website (as pictured).



Create HTML, text or multipart emails

[Market More Email Marketing](#) gives you the option to create HTML only, text only, or multipart (HTML and text) emails. When you choose multipart, it will automatically deliver the most appropriate format to each subscribers inbox, depending on whether their email client can display HTML emails or not.



Archive sent campaigns as RSS

[Market More Email Marketing](#) can archive all sent email campaigns into individual RSS feeds for each mailing list. You can then use a free tool such as Magpie RSS, or create your own code to display a campaign archive on your site.



Link tracking, open tracking and embedded images

For each email campaign, you can enable/disable link-click-tracking and email-open tracking. You can also embed images as attachments along with each email, so recipients are not prompted to display images by their email client.

market more email marketing benefits

[Market More Email Marketing](#) is a powerful, all-in-one email marketing software that is incredibly easy to use. Take a look at our list of benefits, and we're sure you'll agree.

- **Personalise your customer relations**

Studies have shown that people respond better to emails personally addressed to them. [Market More Email Marketing](#) allows you to capture your subscribers first name, last name, age, salary, even their shoe size, when they sign up to your mailing list. You can then use these fields in your email campaign to deliver personalised content.

- **Send any type of email communication**

Newsletters, special offers, follow-up emails, member notices, customer service announcements, affiliate emails, invitations... anything!

- **Improve sales and increase revenue**

Are you selling a product or service from your website? Why not send a series of follow-up autoresponders to any potential customers, after they sign up to your newsletter? You could send them a free whitepaper, additional information on your products, or even a 'subscriber-only' discount. Your imagination and creativity really are the only limits!

- **Build trust with your subscribers**

One of the most important steps in the buying process is to establish trust with your visitors. By starting your own weekly or monthly newsletter, you are able to establish your website as a credible source of information, which helps your visitors build up their trust in you.

- **Unlimited number of subscribers and lists**

Create hundreds or even thousands of mailing lists and either import your existing subscribers, or use [Market More Email Marketing](#) to automatically create a subscription form for your website.

- **Complies with email laws**

It includes powerful permission features, such as double opt-in confirmation and one-click unsubscribe, which puts you in control of your email campaigns.

autoresponder software for businesses

What is an autoresponder?

An autoresponder is an email program that can be used to automatically schedule, or send an email to any number of email addresses. [Market More Email Marketing](#) includes its own autoresponder capabilities, so you can setup an email to automatically send to your subscribers at any date in the future.

Why autoresponder?

Autoresponders are a great way to automatically contact your subscribers, without having to physically sit down and write an email to each and every one of them. Here are a few ways you can use autoresponders:

- Automatically send a follow-up email to customers who have purchased from you.
- Create and send an email course to your subscribers. You can schedule the course to be emailed over different days. For example, you could send your subscriber a new email every Monday, or even a new email every day.
- Send different emails to your subscribers automatically based on their preferences. For example, send your 'London Property' newsletter to subscribers who say they are in London and send your 'Birmingham Property' newsletter only to subscribers who told you they are in Birmingham.

Market More email marketing's autoresponder

[Market More Email Marketing's](#) built-in autoresponder lets you easily create and schedule your own emails to be sent automatically to subscribers. You can choose which subscribers to send to, based on powerful filtering technology, and you can view reports and statistics on every autoresponder that is sent.

It supports unlimited autoresponders that can be used to automatically email your subscribers at any time in the future. Emails can be sent based on subscriber preferences, such as age, sex and location, and everything is done using only your web browser.

next steps

Try the online demo and see for yourself how easy it is to setup your own email campaign and autoresponder.

Visit www.marketmore.co.uk for a free demo or software tour.

Email Marketing: The secret to increased profits online

In a survey conducted by the Direct Marketing Association (DMA) in October 2006, email marketing returned an average of \$51 for every \$1 spent, beating other online marketing activities - which returned \$21, and print - which returned \$7.20.

The truth is, it doesn't matter what you sell online - email marketing absolutely must be a part of your sales system. The benefits are simply too good to ignore:

- Email marketing is more affordable than direct mail, radio or TV and you can have your first campaign up and running within an hour from now.
- Emails arrive in your prospects inbox almost immediately. There's no delay and you start seeing real results within hours, sometimes even minutes.

- Email is a two-way communication. People who receive your email can simply hit the 'reply' button and send you feedback and ask questions right away.
- Your competitors may already be using email marketing to make sales and build customer loyalty.

Market More Email Marketing is an email marketing software that provides you with all of the tools you need to generate real profit and build rock-solid customer loyalty using email marketing.

why choose **market more**?

Here at **Market More** we'll do anything and everything in our power to keep our customers happy.

Whatever it is, we are willing to go that extra mile to provide you with great products and first class support, every time you deal with us. Here are a few reasons why you should choose us.

- **Top quality support**

Our support is of the highest quality, and all questions receive a response from one of our dedicated, in-house support staff.

- **We learn from our customers**

When customers suggest new features and ideas, we listen and include them in our product updates. We do this simply because no one understands our customers, better than our customers.

- **Reliable products**

Our products are always under constant development and refinement. All of our products are mature, stable and most importantly, real business solutions.

In fact, we are so confident in them, we use them to power our own campaigns.

enterprise level features

[Market More Email Marketing](#) includes all of the features you would expect to find in an enterprise level email marketing software, but without the expensive price tag.

Build your subscriber list

- Accept new subscribers directly from your website.
- Add subscribers to your database one at a time.
- Upload your existing subscriber list directly.
- Export your subscriber list at any time.

Create professional emails

- Choose from dozens of professional email designs.
- Upload your own images to include in your emails.
- If you can use Microsoft Word you can use [Market More Email Marketing](#).
- Create eye-catching, highly responsive email messages.

Send personalised messages

- Address subscribers by their first name.
- Send based on specific criteria such as gender.
- Include subscriber details in your email.
- Include customer preferences in your email.

Follow-up automatically with autoresponders

- Put your email marketing on autopilot.
- Send unlimited autoresponders to subscribers.
- Include subscriber details in your autoresponders.
- Build trust in your subscribers and convert them to customers.

Segment and filter contacts

- Create segments and group contacts across multiple lists.
- Send an email campaign to a segment.
- See the number of active contacts per segment.

View detailed statistics

- See who opened your email and when they opened it.
- See who clicked on links in your email and when.
- See how many people subscribe to your list over time.
- Improve your campaigns and find out what works.

features

General features

- CAN-SPAM compliant email marketing software.
- Forgot password option.
- Copy things (e.g. lists, newsletters, templates, autoresponders, forms).
- Built in templates (easy to add more).
- Remember login details.
- Built in tutorials.
- context-sensitive help/tutorials.

Lists

- Bulk changes to list subscribers (change all to html/text, make them active/inactive).
- Copy lists.
- Merge multiple lists into one list.
- Save reply-to, bounce-address, bounce account information with a list.
- Allow imap bounce account.
- Bounce processing differentiates between soft and hard types. It detects a hard bounce and sets the status of the subscriber to bounced, and never emails them again. It also detects a soft bounce, but does not change the status of the subscriber until a soft bounce has occurred 5 times on that same subscriber. Once an email has soft bounced 5 times, it is treated as a hard bounce.
- Add company details to a mailing list and they will work as custom fields when sending an email.

Custom fields

- Associated with a mailing list not with a user.
- Can be associated with multiple lists at once.
- New 'radio button' type.
- Better data checking when importing/subscribing.
- Subscriber IP is now a usable custom field replacement when sending emails.

Manage subscribers

- Search all of your lists at once.
- Option to bypass filtering step.
- Bulk changes (delete multiple at once, change them to html/text).
- Save different stages of subscribe. E.g. subscribe request (time + IP address), subscribe confirm (time + IP address).
- Save different stages of unsubscribe. E.g. unsubscribe request (time + IP address), unsubscribe confirm (time + IP address).
- Only show custom fields associated with the list a subscriber is on.
- New 'bounce' and 'unsubscribe' status.

Import subscribers

- Import subscribe date.
- Handle quotes around field names properly.
- Advanced reporting for import results (see duplicates, problems with data etc.).
- Option to add subscribers to any autoresponders the list has.

features continued

Export subscribers

- Option to export subscriber's IP address if tracking is enabled from the settings page.
- Option to include bounce details when exporting 'bounced' subscribers.
- Option to search/export/send to multiple filters at once (e.g. 3 checkbox items at once).
- Checking of image locations when you save a template/newsletter/autoresponder and before a newsletter is sent.
- Can extract the text version of an email from the WYSIWYG editor straight into the 'Text Version' text box.

Banned subscribers

- Global ban list (bans across all lists).
- Upload a file of email addresses to ban.
- Send multiple preview emails at once.
- Proprietary integrated spam checking and rating for email campaigns.
- Preview your email campaigns exactly as they will look in all popular email clients.

Newsletters

- Bulk actions (make multiple newsletters active/inactive at once).
- Better attachment handling.
- Save/Save and Exit buttons (can save as you are going).
- No need to refresh to upload a file or import from a url.
- Check and warn about missing unsubscribe links.
- Archives are an RSS feed, so easily changed and easily ported to an external website.
- Choose whether to archive per newsletter.
- Completely disable embedded images or disable them by default.
- Enable or disable attachments plus an option to set a maximum attachment size.
- An option to set the maximum email size you can send.
- An option to show a warning if an email is larger than 'X' kb when saving and also before sending.

Sending newsletters

- Can send to multiple lists at once (removes duplicates before it starts).
- Can embed images into an email.
- Auto-optimising of sends (database is automatically optimised before and after a send).

Templates

- Bulk actions (make multiple templates active/inactive at once).
- Save/Save and Exit buttons (can save as you are going).
- No need to refresh to upload a file or import from a url.

features continued

Autoresponders

- Bulk actions (make multiple autoresponders active/inactive at once).
- Save/Save and Exit buttons (can save as you are going).
- No need to refresh to upload a file or import from a url.
- Option to add existing subscribers to the autoresponder.
- Can embed images into an email.
- Better attachment handling.
- Check and warn about missing unsubscribe links.
- Only show custom fields associated with the autoresponders mailing list. Don't let a user include custom fields that aren't associated with the list.

Forms

- Send-to-friend form (with appropriate stats).
- Better management for ordering custom fields/form options (move things around in an easier fashion).
- 'Subscribe form' can now be a 'contact form'.
- Use appropriate smtp server details that are set (i.e. will pick up general settings or user settings).
- Can send text and html parts of confirm/thanks emails.
- Modify details and send-to-friend can be customised.
- Option to show/hide subscriber format choice.

- Easy customising (html form is outside of code and easily edited).
- 'Printable' form type idea for retail stores to accept subscribers at Point-of-Sale areas for later entry into a mailing list.

Stats

- Show more information (how many sent, how long it took, unique opens).
- Show open stats, link stats, bounce stats, forwarding stats, unsubscribe stats per newsletter or autoresponder.
- Show trends in subscribes/unsubscribes per mailing list.
- Show trends per user for their send history.
- Show per domain information per mailing list (e.g. 50% are yahoo subscribers).
- Option to search/export/send to people who have NOT clicked a link or opened a particular email.