**DOUBLEKNOT** announces

# THE EMAIL MARKETING SOLUTION

for daily electronic correspondence and revenue generating tasks



Doubleknot's Email Marketing tools bring a new level of results to your everyday email marketing and electronic communications tasks. Template-based newsletters can be used for donation appeals, event announcements, and other types of promotions, reducing your cost to reach donors, event participants, volunteers and others that want to support your cause.

The *Email Marketing Solution* provides tools for Email Marketing and Revenue Generation for all your one-time and on-demand events, activities and fundraisers. Features include:

#### **EMAIL MARKETING**

# Create Newsletters, Donation Appeals & Announcements Start with one of our designs or create your own using

Start with one of our designs or create your own using Newsletter Designer, our full featured template builder. Create unlimited templates that inspire and call your constituents to action.

## • Email List Management

Upload existing email lists, ask people to signup on your website, and mine the data from your registration history to create targeted lists that have a high take-action IQ.

#### • Email Broadcast

Immediately send or schedule email broadcasts. Reminders can be scheduled that notify automatically all participants. Schedule in advance and never miss a transmission.

#### • Track and Report

Manage multiple distribution lists and track response rates, opt-outs and bounced emails.

# • Collect Information using Forms

Design your own online forms using Forms & Survey Builder, which comes included.

#### **REVENUE GENERATION**

#### • Online Registration & Payment Processing

Create donation and event registration forms with secure, real-time payments tailored to your registration process. Build custom questions with conditional logic to capture add-on fees for additional items and services.

#### • Promotions, Discounts & Upsell

Promote special pricing based on membership levels, coupon rules and other criteria. Upsell using post-purchase suggestions of like-events while customer is in the buying mood.

#### • Register Attendees

Capture attendee details for all registered participants. Protect personally identifiable information to multiple levels using youth-awareness settings.

#### Report

Over 30 event reports include payment balances for participants and/or groups. All data collected is exportable to MS-Excel.

## • Collect Feedback using Surveys

Design your own surveys using Forms & Survey Builder, which comes included.

All of our web apps give you plug-and-play capability for all of your online registration tasks to promote, capture and track your events and activities. Link our apps to your site pages or we can provide an event site with features built in that can be managed using our content management solution (CMS) by either you or us.

#### **CONTACT US TODAY FOR MORE INFORMATION**

Call: 408-971-9120

Click: www.doubleknot.com Email: sales@doubleknot.com

