

Kaizen offers the ideal solution to your email marketing campaign woes—our system can be configured to automatically send email reminders, as well as promotion content, to your subscribers and customers. The email system can be automated and customized according to your specific business needs and requirements.

Our email marketing system drastically speeds up the process of establishing a connection with your audience, and forms an immediate route of communication with prospective clients as well. Our email marketing campaign is a well-rounded solution built according to your specifications, making it an indispensable tool for building corporate identity.

## The Right Email Marketing System Provides the Following Benefits:

- Reliable email delivery services.
- Automated handling of un-subscribers and spam complaints.
- Automated email setup for important occasions, dates, or updates.
- Single-panel user interface to manage all campaigns.
- Completely customized to your particular requirements.



Email marketing is a great tool for communicating with your prospective buyers and offering a variety of services, ranging from deals of the day, discounts, and product promotions. Keep them in the loop with the right email marketing campaign—because it's important stay in touch with your customers. Email marketing is about giving your customer options, and our e-Smart auto responders are sharp and accurate enough to gauge your customer's needs.

*Our email marketing campaign produces appropriate, effective messages with a perfect sense of timing.*

## So what's in it for your business?

Check out how you can...

- *Maximize your business prospects.*  
Well-written, well-formatted, and timely emails work wonders for your business image. How are you currently being presented to the world?
- Kaizen provides all the necessary services for crafting the perfect, marketable message to your audience. Consumers love to receive benefits via email and have quick access to great online deals. Our services drive more traffic to your web store and ultimately help you reap the profits.
- Email automation built into Kaizen's e-Commerce Suite means that you no longer need to lose sleep over the minimal levels of customer engagement. We make communication an easy, every day service so you don't have to think about it.



## What are the drawbacks of using regular email software?

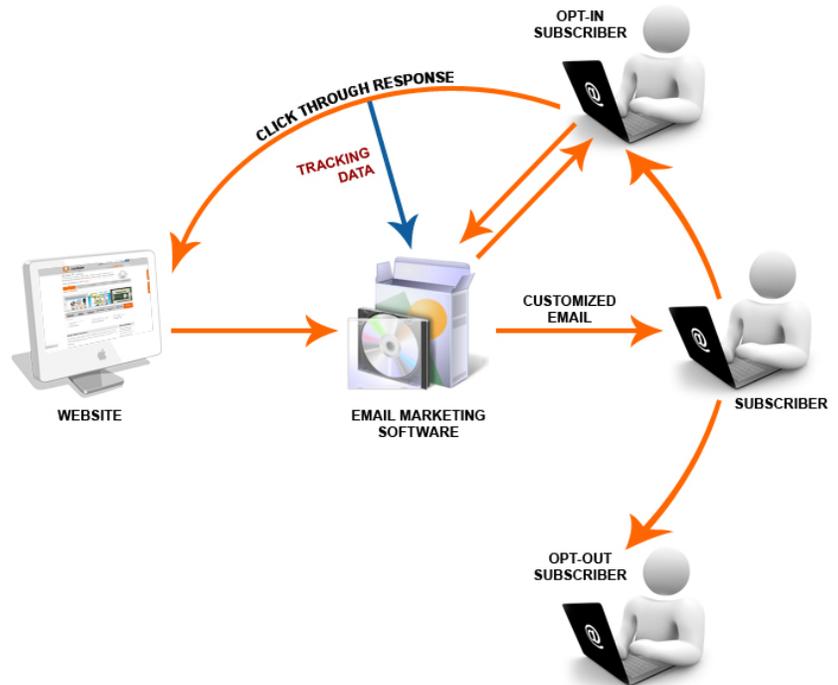
- They are standardized and generic.
- Can create complications in customer service.
- Can lead to irrevocable damage to your business reputation if you are a victim of a scam or virus.
- Comprised security and lack of privacy.
- Lack of tracking tools for your marketing messages.



**Kaizen's system helps avert such problems.** Our email marketing system automatically stops sending emails to those who mark it as spam, which saves your business' reputation and builds consumer respect.

We also offer features to help you **identify** those customers who are interested in your products, thereby **building a proactive recipient base** for your marketing messages. Through Kaizen's personalized and innovative technologies, we enable you to selectively and automatically forward all the latest information to your prospective and existing clientele base, regarding:

- Discounts.
- Promotions.
- Deals of the Day.
- Site updates and changes.
- And much more!



## What's your potential for success?

**Call Kaizen today for a quote and see for yourself how we can transform your business.**

## Why work with us?

- Experience of development of 500+ e-Commerce solutions
- Expert analysis of your project requirements
- Better understanding of your business goals
- Unique and easily understandable methodology
- Efficient development process and process-oriented work
- Quality assurance with PDCA Model (i.e., Plan, Do, Check, and Act)
- Dedicated project manager for your project
- 24 x 7 x 365 emergency support
- Prioritized future support to existing clients
- Excellent customer service

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