

# Newsletter Subscription & Email Marketing System

No website owner can really afford to neglect the content on his/her website. For eBusinesses in particular, it is critical to have original and fresh content widely distributed. This content directly correlates to the index of your business growth and will ultimately determine the breadth of your customer base.

## Kaizen's Email Newsletter Subscription Management:

**The newsletter management solution from Kaizen is:**

- A great tool to effectively manage business newsletters in a secure, automated, and easy-to-use environment
- Custom built to ensure that it perfectly aligns with all your requirements
- Capable of generating newsletter campaigns for you or your client's business
- Great for sending and tracking a professional newsletter at the click of a button
- Is 100% SEO friendly – helping the cause of search engine marketing for your store



## This solution offers the following features:

### Email Address Verification

- The mailing list verification feature keeps your email subscription lists updated.
- Such verification ensures that abandoned email accounts are not wasting your time and bandwidth.
- Email addresses can be verified by simply clicking the verify button!

### Subscription Management

- Manage subscribe/unsubscribe requests by email subject.
- Just set up the regulations for your mailing list and the software does the rest.
- It accepts subscriptions and removal requests, runs quietly in the background, and takes the pain out of manually managing requests. Your newsletters are obviously sent only to those addresses that requested them.

## How Useful are Newsletters?

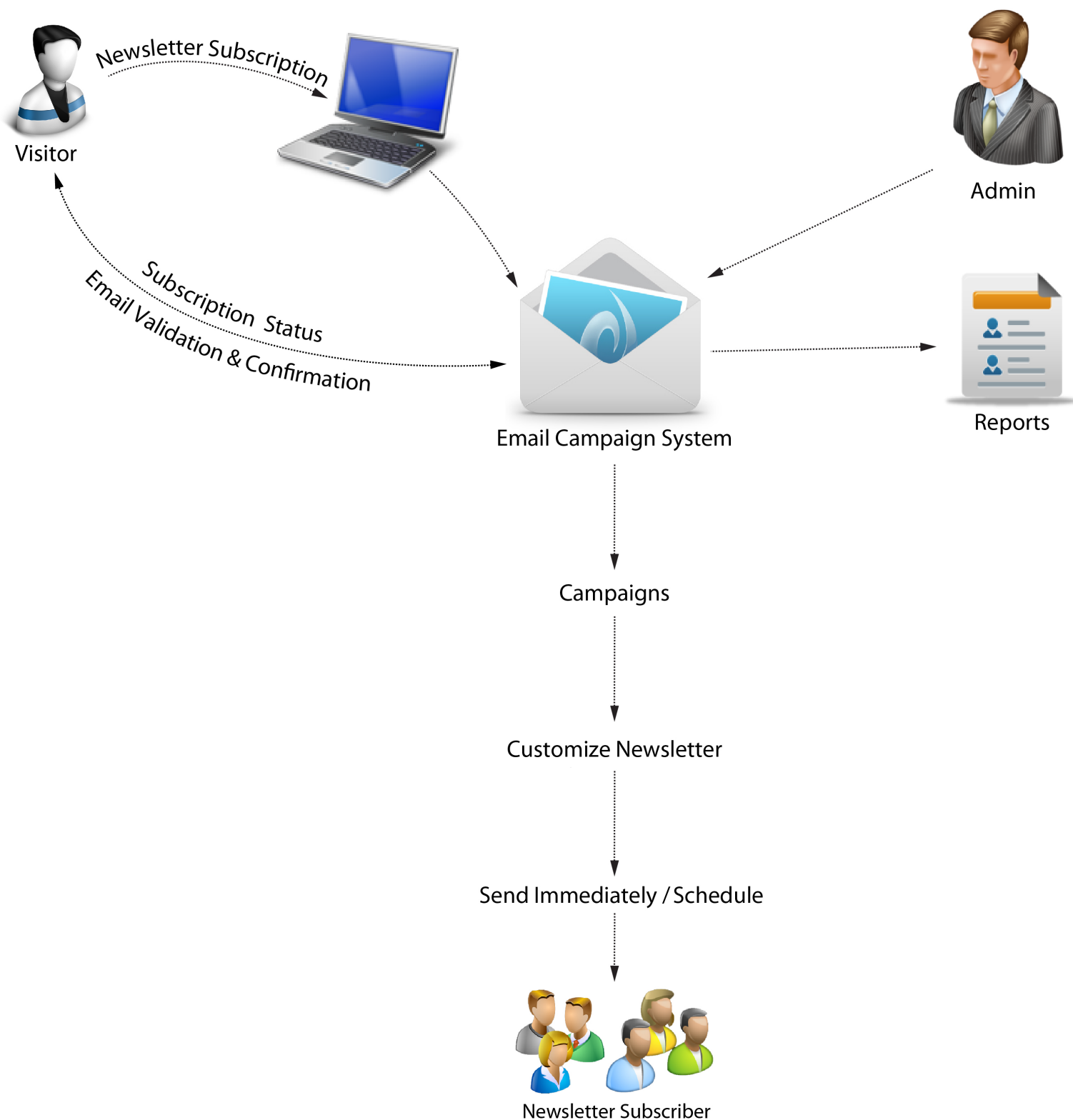
### Newsletters are:

- A form of content that, if used judiciously, can reap rich rewards for your business
- They carry all the necessary info your prospects are looking for – in a format that is both casual and useful enough to interest them.

Having created the form and content of your newsletter, you will also need to source a solution that allows you to disseminate customer-centric info on your products quickly, easily, and effectively.

Tasks such as compiling, distributing, and continually evaluating the content of the newsletter are important marketing tasks for any business. Kaizen's solution helps you efficiently carry out those tasks.

## Email Newsletter Subscription Management System Flow:



# Newsletter Subscription & Email Marketing System

## Login:

Access to the software is protected by a required login, where you can set your own user name and password. When the admin fills in these details, he/she is taken straight to the dashboard for access to the software.

## Dashboard:

The dashboard of the email management system allows you to create a list of recipients, import existing subscribers from a store or site, integrate with the website, create a campaign, and view reports on existing or previous campaigns. It also gives you a peek into subscriber actions.

Here, you'll find lists of both recent subscribers and campaigns. Plus, the help center section acts as a manual to the software and it comes complete with search capabilities. If you wish, you can view all help articles together

Dashboard
Subscribers
Campaigns
Lists
Reports
Integration

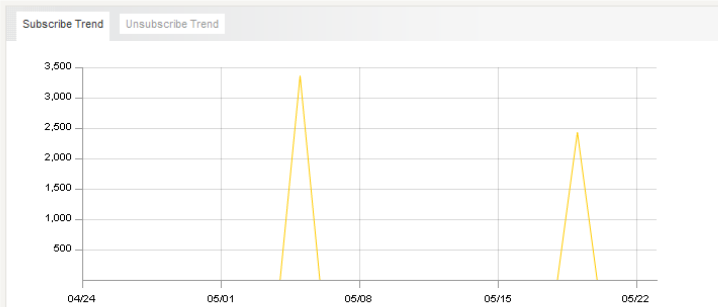
Welcome

Here are some things you can do to get started...

[Create a list](#)
[Import subscribers](#)
[Integrate with website](#)
[Create a campaign](#)
[View reports](#)

Subscribe Trend

Unsubscribe Trend



Recent Subscribers

Recent Campaigns

List	Email	Name	Date/Time
			05/19/2012 02:28
			05/19/2012 02:28
			05/19/2012 02:28
			05/19/2012 02:28
			05/19/2012 02:28
			05/19/2012 02:28
			05/19/2012 02:28
			05/19/2012 02:28
			05/19/2012 02:28
			05/19/2012 02:28

Common Actions

Create Campaign

Campaign Reports

Add Subscriber

Import Subscribers

Subscriber Actions

Segments

Your Help Center

[View All Help Articles](#)

[Quick Start Guide](#)
[Mail Sending Options](#)
[Setting up Bounce Management](#)
[Creating Email Messages](#)
[Remote API](#)
[Using Subscription Forms](#)
[Email Confirmation Sets \(For Opt-In / Opt-Out Emails\)](#)
[Users and Groups for controlling your application](#)
[Message Variables](#)
[Supplying Conditional Content](#)

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Logout

# Newsletter Subscription & Email Marketing System

## Subscribers:

The Subscribers tab takes you to a list of all the subscribers, with the total number displayed prominently at the top. It includes the names and the date added for each subscriber. Here, you can import/export subscribers, add/delete subscribers, access subscriber details, search for a particular subscriber, view excluded subscribers, refer back to any batch actions taken, and sync the lists with the database.

Dashboard
Subscribers
Campaigns
Lists
Reports

Integration 

Subscribers (99,133)

List Filter...
Active

Search
Advanced Search

Options	Email	Name	Date Added
<input type="checkbox"/> View Delete	klhewald@gmail.com		01/11/2012
<input type="checkbox"/> View Delete	klhewald@gmail.com	Kristina Peters	01/11/2012
<input type="checkbox"/> View Delete	klhewald@gmail.com	Joan Hall	01/11/2012
<input type="checkbox"/> View Delete	klhewald@gmail.com	William Henry	01/11/2012
<input type="checkbox"/> View Delete	klhewald@gmail.com	Bernadette Taylor	05/05/2012
<input type="checkbox"/> View Delete	klhewald@gmail.com		03/05/2012
<input type="checkbox"/> View Delete	klhewald@gmail.com	Ann Hilberg	01/11/2012
<input type="checkbox"/> View Delete	klhewald@gmail.com	Monika Smith	01/11/2012
<input type="checkbox"/> View Delete	klhewald@gmail.com	Jeff Cornett	01/11/2012
<input type="checkbox"/> View Delete	klhewald@gmail.com	Marlene D. Harris	01/11/2012
<input type="checkbox"/> View Delete	klhewald@gmail.com	Thomas Thompson	02/21/2012
<input type="checkbox"/> View Delete	klhewald@gmail.com	Peter Hill	01/11/2012
<input type="checkbox"/> View Delete	klhewald@gmail.com	Chae Chang	01/11/2012
<input type="checkbox"/> View Delete	klhewald@gmail.com	Thomas Tynes	01/11/2012
<input type="checkbox"/> View Delete	klhewald@gmail.com	Maryann Henschel	01/11/2012
<input type="checkbox"/> View Delete	klhewald@gmail.com	John August	01/11/2012
<input type="checkbox"/> View Delete	klhewald@gmail.com	Georgina Hill	01/11/2012
<input type="checkbox"/> View Delete	klhewald@gmail.com	John Rogers	01/11/2012
<input type="checkbox"/> View Delete	klhewald@gmail.com	Heather Ruffing	01/11/2012
<input type="checkbox"/> View Delete	klhewald@gmail.com	Sarah Harris	01/31/2012
<input type="checkbox"/> View Delete	klhewald@gmail.com	Davidson, Michael	01/11/2012
<input type="checkbox"/> View Delete	klhewald@gmail.com	William Thompson	01/11/2012
<input type="checkbox"/> View Delete	klhewald@gmail.com	Wm Hill	01/11/2012
<input type="checkbox"/> View Delete	klhewald@gmail.com	Barbara Ryder	01/11/2012
<input type="checkbox"/> View Delete	klhewald@gmail.com	Williamson, Michael	01/11/2012

Import Subscribers

Add Subscriber

Other options
[View Subscribers](#)
[Search Subscribers](#)
[Export Subscribers](#)

Advanced options
[Excluded Subscribers](#)
[Batch Actions](#)
[Database Sync](#)

## Campaigns:

A list of campaigns undertaken can be seen under the separate Campaigns tab as well. This section of the interface allows you to create a campaign, delete a selected campaign, view details on previous campaigns, view and use email templates, and configure message variables.

## Lists:

The Lists tab shows you a short summary of lists, each of which you can edit, copy, delete, and see its relevant reports. Here, you can also add a new list, manage lists, and set list settings (e.g., subscriber fields, list segments, subscriber actions, and subscriptions by email).

You can also add a new list or delete selected lists. Other list settings include email confirmation sets, custom email headers, and bounce settings.

## Reports:

A campaign report typically shows you an overview, number of opened emails, links, forwards, bounces, number of unsubscribe instances, updates, and social sharing of the emailed content. For the overview, you can view the daily read trend, daily link trend, hourly open trend, and the hourly link trend.

Dashboard
Subscribers
Campaigns
Lists
**Reports**
Integration

Campaigns (30)

List Filter...
Campaign Type...
Status...

☐ Options
Type
Status
Name
First Sent Date
Last Sent Date

View Reports

One-Time Mailing

Completed

100% of all orders over \$50 at Kaizen.com New Items on sale from Budde, L'Oréal, Short-Sleeve Hat, Graham Made and more!

05/15/2012 03:27

05/19/2012 02:16

View Reports

One-Time Mailing

Completed

100% of all orders over \$50 at Kaizen.com New Items from Alpha Hydroxy, YouTuber, T5, SuperFast, and more!

05/09/2012 04:45

05/12/2012 06:10

View Reports

One-Time Mailing

Completed

\$10 OFF all orders over \$50 at Kaizen.com New Items from Head, Queen Helene, Name in Red, Jerome Russell, and more!

05/02/2012 02:49

05/02/2012 10:02

View Reports

One-Time Mailing

Completed

100% of all orders over \$50 at Kaizen.com New Items on \$10.2 from Beale, Grand, T5, Jans, and more!

04/30/2012 22:28

05/01/2012 02:59

View Reports

One-Time Mailing

Completed

100% of all orders over \$50 at Kaizen.com New Arrivals from Hoot, L'Oréal, Men's Hair Products, and more!

04/12/2012 05:33

04/12/2012 09:10

View Reports

One-Time Mailing

Completed

100% of all orders over \$75 at Kaizen.com New Arrivals from Hoot, L'Oréal, Scrubies, Black 10 in 1, and more!

04/03/2012 00:29

04/03/2012 03:40

View Reports

One-Time Mailing

Completed

\$10 OFF all orders over \$75 at Kaizen.com New Items on \$10.2 from Hoot, T5, Jans, Budde, and more!

03/27/2012 05:43

04/02/2012 23:44

View Reports

One-Time Mailing

Completed

100% of all orders over \$50 at Kaizen.com New Arrivals from Hoot, Jans, Sanyo, May, Christine, Christine, and more!

03/20/2012 08:13

03/20/2012 22:29

View Reports

One-Time Mailing

Completed

100% of all orders over \$100 at Kaizen.com New Arrivals from Gaudin, Hoot, L'Oréal, Hoot, Hoot, and more!

03/14/2012 05:19

03/14/2012 08:15

View Reports

One-Time Mailing

Completed

\$10 off all orders over \$50 at Kaizen.com New Arrivals from Schwarzkopf, Jane Carter, OR, Hoot, Express, and more!

02/29/2012 04:44

02/29/2012 21:41

View Reports

One-Time Mailing

Completed

100% of all orders \$75 Kaizen.com New Arrivals from St. Tropez, PhysioSpa, Gaudin, Hoot, and more!

02/21/2012 05:34

02/21/2012 22:23

View Reports

One-Time Mailing

Completed

Free Shipping on all orders over \$50 at Kaizen.com New Sale Items from T5, Jans, Hoot, Gaudin, and more!

02/14/2012 05:13

02/15/2012 06:29

View Reports

One-Time Mailing

Completed

\$10 off all orders over \$75 at Kaizen.com New Arrivals from L'Oréal, Gaudin, Gaudin, Gaudin, Hoot, and more!

02/08/2012 05:52

02/14/2012 04:52

View Reports

One-Time Mailing

Completed

Free Shipping on all orders over \$50 at Kaizen.com New Arrivals from Hoot, Beale, Hoot, Hoot, and more!

01/31/2012 05:43

01/31/2012 08:38

View Reports

One-Time Mailing

Completed

100% of all orders over \$100 at Kaizen.com New Arrivals from Hoot, L'Oréal, Gaudin, Hoot, Hoot, and more!

01/24/2012 05:33

01/31/2012 02:45

View Reports

One-Time Mailing

Completed

100% of all orders over \$75 at Kaizen.com New Items on \$10.2 from Hoot, Hoot, Hoot, Hoot, and more!

01/18/2012 04:47

01/18/2012 07:10

View Reports

One-Time Mailing

Completed

Save \$10 off all orders over \$50 at Kaizen.com New Arrivals from John, Hoot, Hoot, Hoot, Hoot, and more!

01/11/2012 05:41

01/17/2012 20:38

View Reports

One-Time Mailing

Completed

Free Standard Shipping at Kaizen.com New Arrivals from Budde and \$10.2 L'Oréal Hoot Hoot Hoot!

01/04/2012 05:24

01/10/2012 04:44

View Reports

One-Time Mailing

Completed

Save 10% on all orders at Kaizen.com New Arrivals from OR, Hoot, Hoot, Hoot, Hoot, and more!

12/27/2011 22:35

12/30/2011 08:39

View Reports

One-Time Mailing

Completed

100% Standard Shipping from Kaizen.com New Arrivals: Hoot, Hoot, Hoot, Hoot, Hoot, and more!

12/22/2011 05:40

12/25/2011 21:45

Create New

Delete Selected

Export Selected

Page 1 of 2

Next

12

20 per page

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Logout

Kaizen is well equipped with an impressive team of trained personnel, all of whom thoroughly understand exactly what your e-Commerce business needs for success. We offer a comprehensive range of services and packages, customized or standard. You also have the option to select business features and services that work best for your individual needs.

## 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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