

## **Revize<sup>®</sup> Email Marketing Web Application**

**Overview:** Email Marketing solutions are quickly becoming popular for government, educational, and commercial organizations to send newsletters to their constituents. By combining the power of a frequently updated web site with an email marketing solution, organizations affordably turn their web site presence into a two way communication channel to educate web visitors and allow them to give immediate feedback much more affordably than any direct mail or telemarketing can ever obtain. By sending out newsletters with hyperlinks back to a landing page on your web site that has a polling survey or a request for action not only educates but turns constituents into advocates. These advocates forward their emails to other individuals that have the same mindset as they do and increase traffic to your web site.

**Purpose:** This application works in conjunction with Revize<sup>®</sup> CMS to enable an organization's Newsletter Non-Technical Content Editor (User) to create HTML based email newsletters and send these to a list of email subscribers that have asked for information from the organization.

### **Functional Features:**

1. User will have the ability to create custom email newsletters using ready to use Revize<sup>®</sup> templates.
2. Add/Edit/Delete Newsletter Interface has the following features:
  - a. Display 10 newsletters per page, navigation at the bottom
  - b. Newsletters will be sorted by most recent to least recent
3. The Revize<sup>®</sup> Email Marketing Web Application has a custom interface email sending interface with the following features:
  - a. Page will display 20 email subscribers per page
  - b. Users can add and remove email subscribers to send the emails to in a queue that can be accessed from the Revize "newsletter send" page
  - c. Users can filter email subscribers based on interest group
  - d. Users can sort email subscribers list based on name, email address, or interest group
  - e. Users can add, edit, and delete email subscribers information
  - f. Users can select and preview newsletters, sorted from most recent
  - g. Users will be able to search for specific email subscribers based on first name, last name, or email address
4. Users will have the ability to export email subscribers list into CSV file format
5. Users will have the ability to import email subscribers lists from CSV files
6. Users can update account information, editing values for the following fields:
  - a. Company Name
  - b. Email address to appear in the FROM column
  - c. Subscriber groups
7. Users and email subscribers can add customer info using the opt-in form
8. Application will require a user login to access and use
9. Email will automatically contain an unsubscribe link and remove from your email subscriber list

For more information email us at [interested@revize.com](mailto:interested@revize.com)

Welcome to Revize Letter - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address [http://71.6.135.148/revize/revize\\_letter/index.html](http://71.6.135.148/revize/revize_letter/index.html)

**Revize®**  
Software Systems

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Logged in as: joseph

**Revize®**  
The Common Sense Approach To Content Management

**Revize email Newsletter has many, many uses...**

- Special Promotions
- Maintain contact with customers
- Have customers connect with your website
- New Services
- and much, much, more

**1. Create** Acquire a list of email addresses through Revize's own customizable form that links to your website or import your own list using the easy to use list import component.

**2. Create** Use Revize's powerful yet easy to use word style editor and newsletter templates, to build your own custom HTML newsletter. Just like this one!

**3. Send** Select a newsletter you created in step two, then select an interest group you want to send it to, then click send. That is it. You have just created and sent your very own web based newsletter using Revize CMS.

**Samples of How Others Are Using Revize ...**

TRAPPER'S  
Farmstead Manager  
Executive Charters

Can you use an affordable Email Marketing Solution?

Logged in User is root (roles: superuser)

start Microsoft Office ... Internet Explorer emailmarketing Revize Email Marketb... 3:10 PM