

# messageMaker

*keeping in contact with those who want to hear from you*



## Better Business Communication

- share and engage with your customers
- retain existing customers
- keep your customers informed
- develop long-term, profitable relationships

Create, manage and track your email communications with those who want to hear from you. Simply create and send your campaign and messageMaker will take care of all the rest, monitoring your campaign and providing you with real time feedback on it's success.

messageMaker is an easy to use, flexible email marketing application that allows you to manage the online communications with your leads, prospects and clients. This web based solution manages and tracks your campaigns, enabling you to judge each campaigns success and to compare the success rates between campaigns.

A clean, intuitive interface allows you to easily progress from creating a message, selecting your mailing lists and sending your campaign, all without the need for any programming knowledge.

messageMaker lets you:



### Create

Create and communicate your message to your market. Share opinions, make new offers and engage to create lasting relationships.



### Send

Send your communications at the time that best suites your market and enhance your open rate.



### Track

Let messageMaker track and store your success, from the open rate to what links were clicked on and by whom.



### Profitable relationships

Allow messageMaker to help you create long-term profitable and mutually beneficial relationship with your market.

messageMaker gives you the power to understand your market and make informed decisions.

Examine the features and benefits of using messagemaker as your survey application of choice:

Features	Benefits
Straight forward and easy to use	→ A simple, logical flow allows you to create, send and manage your email communication campaigns.
Multiple email templates	→ You can create multiple templates for all your requirements. This will ensure your communications will always be professional, consistent and specific to purpose.
Schedule deliveries	→ Your email campaigns can be either sent immediately or scheduled for a future time and date that may optimise your open rate.
Create and merge custom fields	→ Through the addition of subscriber management tools, you can create multiple custom fields and merge into your email. This allows you a flexible way to personalise your communications.
Automatic subscription management	→ Your subscribers can automatically update their details and unsubscribe automatically without your intervention, saving you valuable time and ensuring your database is always accurate.
Spam analyser	→ Before sending, you can pass your email through a built in spam checker that analyses your email for content that may get blocked in mail server filters.
Bounce handling	→ messageMaker handles email bounces automatically. If an email cannot be delivered after three unsuccessful attempts, the address is tagged and removed from your active subscriber list.
Campaign reporting	→ For each campaign you send, reporting statistics are produced. Your statistics include delivery statistics (emails sent, opened, undeliverable), click-thru stats of each link clicked on, and a complete log report.
Comparative statistics	→ By using the Comparative Statistics modules you can select the campaigns you wish to compare by Drag'n'drop to find out what campaign gave you the best results.
Add multiple attachments	→ You can add multiple attachments to your camapigns to add further relevant information.
Test email option	→ You can setup as many test recipients as you wish so you can get other people to preview your communications before it is sent. You might just be surprised at the typos they find!
View email in browser	→ You can allow subscribers to view the email in a browser that includes all integrated custom fields. You can also link your email to display on your website.
Blacklist management	→ Subscribers who no longer wish to receive any further communications can indicate this and are automatically placed on a blacklist database that is checked each time you send further email campaigns.

For more information about messageMaker visit [messagemaker.co.nz](http://messagemaker.co.nz),  
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