



# Email application

*customized for your company*



*Feedgenic, the content management intelligence company*



## **EMAIL MARKETING APPLICATION CUSTOMIZED FOR YOUR COMPANY**

Despite the challenges surrounding email marketing it remains an extremely cost-effective marketing tool to build customer loyalty, acquire new customers and promote brands. When executed professionally it has a Return on Investment (ROI) higher than any other media (press, television, radio, direct marketing). Feedgenic HTML programming and customized graphic design skills combine with the use of leading-edge email marketing applications to create professional e-mail newsletters for your clients and potential clients.

## **CUSTOMIZE YOUR EMAIL MARKETING APPLICATION**

- ⇒ One time initial set-up and acquisition cost
- ⇒ Customized to meet specific business requirements and website integrations
- ⇒ Application rights belongs to the customer and source code can be provide
- ⇒ Built on top of technology standards
- ⇒ Includes advanced email marketing and reporting features
- ⇒ Unlimited number of databases
- ⇒ Unlimited number of email recipient addresses
- ⇒ Unlimited number of user accounts
- ⇒ Ongoing application maintenance and administration included

## **CONTACT**

- ⇒ Direct telephone number (VoIP)
- ⇒ Mobile telephone on request
- ⇒ Instant Messaging and Web Conference
- ⇒ Email

## **WORKING HOURS**

- ⇒ European business hours
- ⇒ Asian business hours
- ⇒ Follow the sun on demand



## BUSINESS BENEFITS

Appointing an experienced and skilled Feedgenic Internet Marketing Officer as a single point of contact for your organization supports your Business Managers in implementing your Internet Marketing strategy. Common Internet operations demand numerous expertise and experienced resources together with a meaningful coordination between them. Feedgenic provides all required expertise accessible as a single point of contact to your organization supporting operational efficiency and cost reduction.

*Feedgenic, the content management intelligence company*

Feedgenic is dedicated to build Internet operations excellence integrating and coordinating all the expertise required to deliver a successful Internet marketing strategy. Common Internet operations demand numerous expertise and experienced resources together with a meaningful coordination between them.

Feedgenic provides all required expertise accessible as a single point of contact to your organization supporting operational efficiency and cost reduction:

- **E-positioning, e-visibility and web analytics:** [www.feedgenic.com/application](http://www.feedgenic.com/application)
- **Why outsource email marketing?** [www.feedgenic.com/emm](http://www.feedgenic.com/emm)
- **Services portfolio:** [www.feedgenic.com/services](http://www.feedgenic.com/services)
- **Solutions portfolio:** [www.feedgenic.com/solutions](http://www.feedgenic.com/solutions)
- **Contact:** [www.feedgenic.com/contact](http://www.feedgenic.com/contact)
- **Newsletter sign-up:** [www.feedgenic.com/sign-up](http://www.feedgenic.com/sign-up)
- **Blog posts:** [www.feedgenic.com/blog](http://www.feedgenic.com/blog)

**WITH  
FEEDGENIC**



**YOUR  
BUSINESS  
MANAGER**



**FEEDGENIC  
INTERNET  
MARKETING  
OFFICER**

**SINGLE POINT  
OF CONTACT**



Web Content  
Management

Email  
Marketing

Online  
Promotion

Search Engine  
Optimization

Imaging  
Flash animation

Web Form



## WITHOUT FEEDGENIC

### YOUR BUSINESS MANAGERS

Have to cope with too many activities, tasks and complex expertise they are not familiar with.

Have to deal with too many third parties coordinating the various aspects of online publications.

Are lacking a global and centralized approach toward Internet publication success.

Are missing online business opportunities

