

ZOOMIO Easy Campaigner

Easy Campaigner is an online marketing tool designed for beginner as well as advanced e-marketers. Whether your objective is a monthly email newsletter, sales email campaigns, lead generation campaigns, seminar invitations, etc. you'll find that Easy Campaigner lets you harness the power of the Zoomio multi-channel marketing concept with a user-friendly approach.

Build campaigns step-by-step

Two important ingredients make Easy Campaigner a powerful and easy-to-use tool for e-mail marketing:

- Step-by-step campaign guides that prompt the user for what to do next when building simple or advanced campaigns
- Email templates (that include placeholders and content blocks) presented in an intuitive drag-and-drop editor with rich visual controls

By combining the above two capabilities in an easy-to-use, intuitive interface, Easy Campaigner lets users focus on the quality of the messaging and communication without having to hassle the technology.

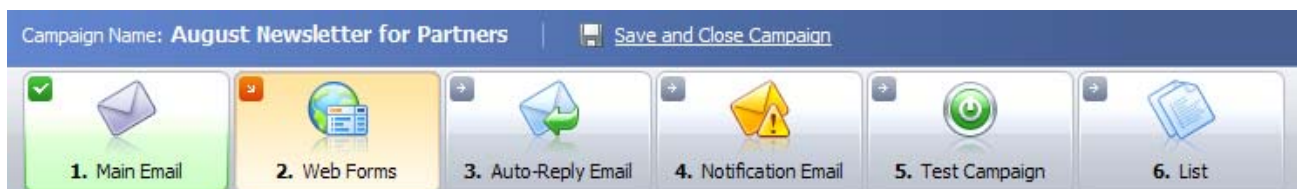
How Easy Campaigner works

Easy Campaigner works with the Zoomio e-marketing platform. If you already have an account in the Zoomio system, you can use Easy Campaigner as an additional, role-oriented user interface.

When you login using Easy Campaigner, you get the option to build a campaign based on a number of pre-configured campaign flows. Once you select a flow, you are presented with only the steps needed to create, test and send the campaign.

After a campaign has been launched, a reporting window in Easy Campaigner shows responses such as email opens, link clicks and web form submits. Additional reports can be viewed in the standard Zoomio login as well as Zoomio Analytics.

Examples of two Easy Campaigner "campaign flows" are shown below. Once a user selects a specific campaign flow, the user is then guided through a "fill in the blanks" campaign wizard.





Standard and customized email templates

Easy Campaigner includes an email editor that makes it simple and quick to create attractive, graphically rich emails based on templates. You can create your own templates as well as use templates provided by Zoomio. Templates in Easy Campaigner include:

Placeholders- the person making templates inserts placeholders in the layout for where Easy Campaigner users can place and modify content blocks.

Content blocks – these are either text or images that can be used in emails. Typically contents blocks contain “dummy” contents that the user can simply replace with the desired text or image.

Placeholder controls - the person making a template has a number of options to assign any placeholder. For example, a place holder can be define to contain only certain content blocks with our without editing rights for the user.

Generate sales lead notifications

When it comes to generating sales leads using email marketing, Easy Campaigner provides a campaign flow that includes “notification” email alerts.

Using this campaign flow, when a prospect receives an email linked to a web form, a salesperson in your organization can be notified (via a notification email) the minute prospect submits the form.

This advantage gives sales people the opportunity to take immediate action when a prospect submits a web form for, for example, a meeting request, a request to be contacted or a sign up for an event.

Ideal for de-centralized organizations

In combination with the Zoomio e-marketing platform, Easy Campaigner is an ideal tool for organization where departments create and send email campaigns and a centralized resource builds templates and web forms.

Email content

Left, placeholders (dotted line boxes) and placeholder controls (lower right corner) are shown. The person building a template can assign optional controls such as select a content block, copy, delete, edit, resize and move.