



E-MAIL ASSISTANT

Authentic Connections. RealTime Results.

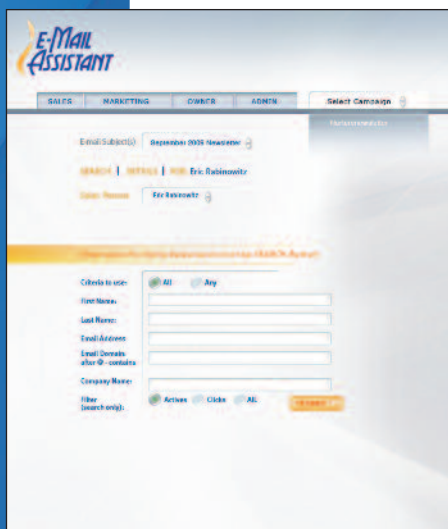
Experience the next generation in e-Mail marketing.

Sales & Marketing professionals work hard to create effective messages, build strong relationships, and close deals. Now there's an e-Mail solution that works as hard as you do to turn your prospects into customers.

Why rely on a third-party service to send bulk messages "on behalf of" you?

Look what e-Mail Assistant includes!

- e-Mails Delivered from YOU
- Instant Leads sent to your Inbox
- Real-time Activity Alerts
- Over 30 Personalization Options
- Multi-campaign Management
- More Metrics & Analysis Tools
- Easy-to-read Reports
- Affordable Pricing



e-Mail Assistant is the first e-Mail marketing solution that lets you personalize and select your recipients in our easy "5-second" Excel interface, then automatically send your e-Mails directly from your Outlook account.

Sales gets real-time activity alerts to act while the lead is HOT.

Marketing has 24x7 access to detailed performance metrics.

Management can continuously measure and improve results.



INSTITUTE

e-Mail Assistant: How to Turn Prospects into Customers

e-Mails sent from YOU, not a Service

Nurture Institute's e-Mail Assistant Specialists will:

- convert your copy into an HTML e-Mail
- create your custom signature block
- import and customize your database
- setup the Excel interface for your campaign
- e-Mail you an all-inclusive Excel macro

Just select your recipients, personalize, and SEND!

Real-Time Activity and Interest Notification

Detailed alerts hand you instant sales opportunities:

- contact information for your prospect
- color-coded interest levels highlighted for you
- click activity - links, date/time, frequency, forwards
- prospect interaction throughout campaign
- choose who receives notifications and how often

Get qualified leads delivered to your Inbox in MINUTES!

More Metrics. More Intelligence.

Our secure, web-based campaign management and reporting system gives you 24x7 access to view, measure, and analyze performance:

- manage multiple campaigns in one location
- track prospects in different steps of the campaign
- helpful metrics for sales, marketing & management
- flexible reporting from single clicks to full campaigns
- full support and guidance from the Nurture Institute

Measure your way to e-Mail marketing SUCCESS!

Affordable Pricing

*Not only is The e-Mail Assistant™ easy to use –it's affordable!
Call 732 636-1001 x27 for more information!*



Powered by Nurture Institute

For more information:
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