

myMarketing

Digital Marketing Made Easy



VOW

What is myMarketing?

Digital marketing, including email marketing, is becoming increasingly important within our industry and provides a low cost, effective and personalised way of communicating to your customers.

Our new and improved myMarketing portal will assist you in creating great added value digital marketing campaigns to complement your print offering.

Simple design

- Easy to navigate dashboard with a clean look and feel. Less clicks, less clutter and simple to use.
- Ability to create full marketing campaigns with PDF flyers, HTML emails, web banners, videos, downloadable training presentations and social media content, all available at the click of a button.
- View all your contacts in the new Address Book. Manage all your contacts in one place and easily build targeted mailing lists using the 'tags' function.
- Available on Chrome, Firefox and Internet Explorer version 10 and above.

Much quicker to use
and a cleaner look

New responsive email templates enable you to create great, personalised content.

Increase your open rates with emails that have been optimised for mobile and tablet devices with:

- Your header and footer – your customers can click through to your homepage or email you directly
- Your brand colours – emails can be personalised with your brand colours giving you a consistent style across all of your campaigns
- Product descriptions – provide all the product information customers need within the email
- Buy now buttons – link customers to your webstore directly from your email



Send unlimited emails to
up to 5,000 contacts as
part of your subscription

Campaign planning and reporting

- View full campaign reports to assess the success of your emails - once a campaign has been sent, you will be able to track who received it, who opened it and who clicked on it to better understand how each email performs.
- Campaign calendar - Check at a glance what you have planned for the month with the campaign calendar. Manage, reschedule and preview campaigns directly from the calendar.



Quickly and easily share
content on Twitter, Facebook
and LinkedIn

- Comply with GDPR with the Preference Centre - The Preference Centre is a customer facing record of the data and preferences you hold. Allow your customers to personalise their email preferences to get the most relevant information from you.
- Social Media integration - Link myMarketing to your social media accounts and easily share content across multiple platforms to complement your email campaigns.





Your myEmail subscription gives you:

- ✓ Unlimited monthly emails to up to 5,000 contacts
- ✓ Up to 4 user licences per account
- ✓ Social media integration
- ✓ Web banner downloads
- ✓ Account set-up support
- ✓ Ongoing support services
- ✓ Campaign calendar
- ✓ Analytics & reporting tools

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For more details and to arrange a demo

please contact marketing@voweurope.com

Powered by the ICM Marketing Portal