

eMarketing Website

Product

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IVT can provide a website with integral Contacts Database and eMarketing capability suited to businesses offering products or services.

Product Summary

IVT's eMarketing Website is professionally designed to your unique requirements. Being a Content Management System (CMS) you have the ability to change site content yourself without needing previous programming, HTML or web experience.

A comprehensive contacts database allows you to target specific groups with eMarketing campaigns including a bulk emailing system including HTML newsletter content editor tools.

This website can provide you with the foundation to build your business online with options to expand into refined, purpose built modular systems as your business grows.

Strong Brand Presence!

Designers have the freedom to create a powerful brand presence with this flexible system.

Target Contact Groups

Use specific eMarketing campaigns to target groups within your contacts database. Release newsletters with web publishing to drive more traffic back into your site and increase your business!



eMarketing Site Functional Overview:



DIY create, design & update an unlimited number of pages. Content creation tools make it so easy - you will be publishing professional web pages in minutes, NO previous web experience required.

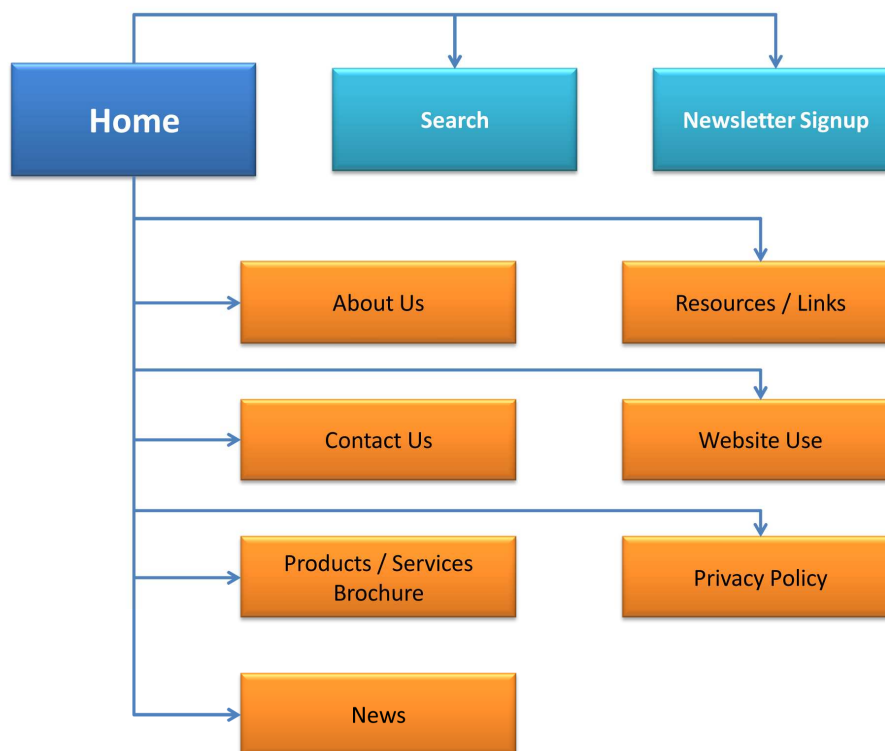
The majority of our clients have never created web pages before and can't believe how easy it is to update and monitor their own website

Simple Content Management

Content Management System (CMS) allows you to control site content.

No coding or understanding of HTML is required. Using a WYSIWYG editor, add product categories, add/edit/delete text, images and post Word, PDF, Powerpoint and URL links to the website.

A typical IVT eMarketing Site c\ould contain the following pages and functions:



The IVT eMarketing Site has the following features:

- Easy to Use Content Editor
- Professional Graphic Design
- Unlimited categories and pages to display products and/or services
- Email hosting at unique domain names
- Integrated Response/Feedback Forms
- Site Traffic Statistics
- Site Search Utility
- Page Add/Edit/Delete including images, links, files/documents, features
- Automated category navigation
- Unlimited category additions
- Category Add/Edit/Delete including category images
- Category tree showing the layout of parent and child categories
- Search facilities for all administration areas
- Import / update contacts data from other systems via spreadsheets
- Form setup and processing
- Form data recorded in contacts database



Customer Database

The Intranet provides a full client database. Clients can be dynamically segmented according to their information or product needs providing the business with a useful customer relationship management tool. The customer database system also enables comprehensive search capabilities and mail merge list creation.



Unlimited eMarketing

Capture client information/profiles & send unlimited e-marketing from your website. Profile existing clients & build your on-line membership. Send an unlimited number of individually personalised emails or newsletters from your website.

Every day... at no extra cost... view instant reports to measure results - No IT knowledge required.



Newsletter Creator

Customise the signup form to collect the information that is important to you and your business. Automated online subscription allows your website to collect contact information 24 hours a day. Create newsletters with the user friendly templates and content editor tools. Include images, files and links to produce a professional newsletter for your contacts. Release newsletters with web publishing to drive more traffic back into your site and increase your business!

Unlimited Scalability

With modular technology, the eMarketing site can be upgraded to include a number of useful and professional tools and design elements including:

- Animated Feature – Video / Flash
- Banner Advertising
- Blog and/or Forum
- Extranet – username / password login for Customers, Suppliers or Staff
- Job Vacancies
- Store Locator
- Online Store / eCommerce
- Online Surveys
- Incentive and/or Gift Vouchers
- RSS Newsfeed

Technology:

IVT Association Manager web applications utilise proprietary technology –'SB4' developed over the last eight years and currently in use by hundreds of clients. The technology is modular and scalable; easily deployed for any custom design. IVT's SB4 technology uses Linux operating systems, Apache web servers, MySQL databases and PHP5 programming.

Internet Vision Technologies also develops web enabled custom business applications. These typically utilise Adobe Flex and Adobe AIR to produce Rich Internet Applications, whilst maintaining the power of IVT's expertise in web enabled database technology.

Applications can range from discrete business requirements through to fully integrated systems handling day to day processes, such as processing orders, stock levels, POS data and invoicing.

Whatever your specific needs, we can help you by building software that will streamline your processes and increase the efficiency of your business.

Deployment:

Public Internet hosted offsite by IVT, or onsite on suitable Client's Server.

System administration with backup manager (onsite and offsite) and automatic software updates.

Clients Portfolio:

These are some clients currently using the eMarketing Site or an IVT custom built system:



For a complete client list and further information refer: www.ivt.com.au