act!™

Swiftpage emarketing

Smart Email Marketing That Works

Put Swiftpage emarketing to Work for You

There's a reason why emarketing is so popular. Emails are easy to create, easy on the budget, and – most importantly – proven to drive sales.

A subscription to Swiftpage emarketing[1] gives you a simple way to grow your business by regularly communicating with your contacts. See how easy it is to create and send professional, eye-catching emails that fit the style of your brand. Extend your reach to Facebook®, Twitter®, and LinkedIn® using social sharing features. Then, take a look at easy-to-analyze graphs that help you understand the impact of your messages.

Since Swiftpage emarketing is integrated with Act!, you can take full advantage of your Act! database by sending emails to the contacts, lookups, groups, and companies you already manage with Act!. Building your lists with new details from surveys or web forms is a breeze too; Swiftpage emarketing can help fill in contact details and add new contacts to Act!.

Anyone can send email. The key is to do it smartly and efficiently with Swiftpage emarketing inside Act!.

Select from hundreds of provided email templates to customize for the most impact for your business.

- **Send** professional, eye-catching emails to the Act! contacts, lookups, groups, and companies you select, then share through social media to extend your reach.

- **Grow** your contact list with little effort by using surveys and web forms that automate information gathering about your contacts and the acquisition of new contacts.

- **Measure** the effectiveness of your emails by analyzing graphical reports to get better results each time you send email campaigns.

- **Focus** on the hottest sales leads presented to you in a ranked, qualified list so it's easy to turn leads into new customers.

- **Nurture** prospects with Drip Marketing[2] campaigns that automatically deliver targeted messages to the right people at the right time.

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What is emarketing?

Email marketing (emarketing) allows businesses like yours to stretch dollars and reach contacts more effectively than with traditional marketing methods. The Direct Marketing Association's 2011 "Power of Direct" report found that email brings in $40.56 for every dollar spent. As compared to catalog's ROI of $7.30 and internet display advertising's ROI of $19.72, this is something worth paying attention to.

So how can you use emarketing for your business? A range of communications is possible. Offer discounts to drive sales, wish customers Happy Birthday, invite prospects to an event or webcast, and make special announcements about a new location or staff member – communications like these can go a long way in growing your business.

These examples are just the beginning. With emarketing, you can be as creative as you like when communicating your business to your audience. Because the upfront costs are so low and the potential ROI is so high, emarketing is a smart option for your overall marketing efforts.

Send Professional Emails

Create professional, eye-catching emails from one of the many impactful templates available. Easily customize your emails with your business's color scheme and logo, then use the design to develop landing pages for easy execution of cohesive, integrated marketing campaigns.

When your campaign design is completed, send emails directly from your Act! database to any combination of contacts, lookups, groups and companies.

Vastly expand your audience using social sharing features and automatically post your email to your Facebook®, Twitter®, and LinkedIn® pages. Ask your recipients to help spread your message to their social networks by adding social media sharing to your email footer.

Grow Your Contact List

Surveys and web forms can automatically gather info about your contacts and help you get new contacts. Because Swiftpage emarketing is seamlessly integrated with Act!, it makes growing your contact list easy.

Surveys can help you better understand your customers and collect info like email addresses, preferences, customer satisfaction, phone numbers, and event registrations. Simply include a survey link within your emails and ask your customers to add their information, then pick the fields you want added to Act! and watch the information funnel back into your Act! database. This valuable information will help you better understand and reach your contacts.

Web forms also help you gain valuable information. Visitors to your website can fill out a Swiftpage emarketing embedded web form to request more information and you can obtain their contact information. These sign-up details can be transferred into Act! and a new contact is created.

"Swiftpage emarketing helped me reach contacts right away, creating brand recognition and growth." —Shelly Winson, Owner, True Choice Benefits, LLC.
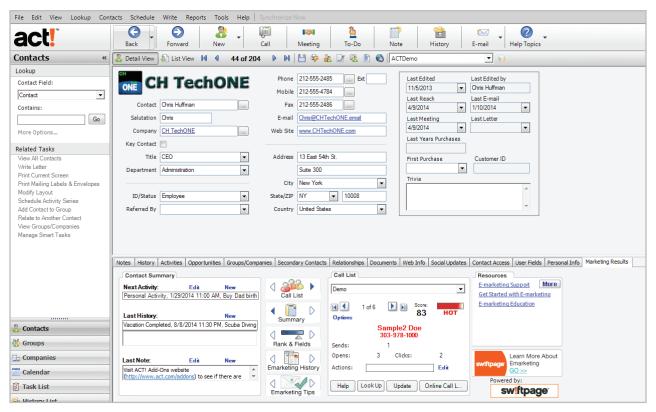
Measure the Effectiveness of Your Emails

Find out exactly what happened after your email was sent, including open rates, clicks, bounces, opt-outs, and more in easy-to-analyze graphs and detailed reports. Use learnings to continuously hone your messages. These results can also be recorded in Act! history so you can make sure future communications reach the right people.

Swiftpage is a reputable email service provider that takes Internet service provider relations and spam compliance very seriously. We're constantly developing relationships with major ISPs like Microsoft®, Yahoo!®, and Gmail™ to name a few, as well as implementing technical procedures to avoid email filtering so your messages hit inboxes, not junk filters.

Focus on the Hottest Sales Leads

Save time meticulously analyzing your reports and instead zero in on the hottest leads with the Swiftpage emarketing Call List. As your contacts open and click on your emails, Swiftpage emarketing assigns a score to each contact based on the actions they took with those emails. You can see a ranked, qualified list of who you should follow up with first – viewable right from the contact record in Act!.

Each contact is given a simple hot, warm, and mild ranking to help you discern the best way to follow up with that contact.

Nurture Prospects with Drip Marketing[2]

Reach the right people at the right time with Drip Marketing campaigns. Drip Marketing uses smart technology to send targeted messages to your contacts based on how they've responded to previous emails, according to your records in Act!. Simply set up a series of messages so they receive only timely and relevant communications. Each campaign can include a variety of communication types from email to telemarketing and postcard stages. Act! lets you easily load contacts into your Drip Marketing campaign, sync to an existing group, or even add contacts automatically to a campaign after they complete a survey.

Plans and Pricing

Email Marketing plans start at $14.95 per month for basic emarketing and survey tool functionality. Move up plans and watch as your marketing activities drive sales, because you'll know exactly which hot leads to call first.

Drip Marketing plans start at $29.95 per month and are purchased in addition to Email Marketing. Choose simple functionality that allows you to automatically send a sequence of emails to a select group of contacts over a period of time. Or get more sophisticated with tools that let your Act! database and previous emails actions decide who should receive which marketing message and when. You have the freedom to select the depth of functionality best suited for your business.

Swiftpage emarketing - Features	TEAM $59.95/MONTH	PRO $44.95/MONTH	BASIC $29.95/MONTH	ENTRY $14.95/MONTH
		Best value		
Email* — Email send limit allowed per day	1,000 emails per day included	1,000 emails per day included	1,000 emails per day included	250 emails per day included
Landing Pages — Publish emails as web pages	10	10	1	1
Social Sharing — Broadcast through Facebook®, Twitter®, and LinkedIn®	✓	✓	✓	✓
Surveys — Grow your list, use for events, feedback, and more	advanced	advanced	limited	limited
Template Editor — Create professional templates easily	✓	✓	✓	✓
Number of Users** — Ability to have more than one user	2+	1+	1	1
Marketing Results Tab — Shows interactions with contacts	✓	✓	✓	✓
Content Distribution — Collaborate and share templates with users	✓	✓	✓	✓
Call List — Hotlist for your sales team to follow-up on	✓	✓		
Call List Assignments — Assign to sales team members to close deals	✓			
Send As — Emails sent on behalf of other users	✓			
Scheduled Send — Create your email and send at a later date and time	✓	✓		

Get Started Today!

Contact Act! at **866-873-2006**, through the "Connections" page in Act!, or an Act! Certified Consultant*.