

# Zoovy CRM and newsletters

improved business communication



The future of online sales success lies in quality of service and customer relations - Zoovy provides the tools for better communication

## Electronic Newsletters

*Staying in touch with e-customers.*

The Zoovy Newsletter feature enables businesses to communicate company updates, new products and promotions to their customers in a professional and customizable email format. This feature, which is free with most accounts, integrates with other Zoovy features such as ZoovyMail and Order Manager's advanced reporting to provide a quick and easy way to stay in touch with customers.

## Increases Customer Loyalty

- Newsletters are a great way for businesses to build a friendly relationship with their customers.
- The newsletter feature has been whitelisted by all major ISPs to ensure that customers receive the emails and they won't be marked as spam.
- Sellers can keep their customers up to date on new products, new domains, website changes and company updates.
- Businesses can provide incentives and customer appreciation with promotions and coupons in the newsletter.
- The use of expiration dates and limiting the number of times a customer can use the promotion dramatically increases the conversion rate of shoppers to buyers.

## Professional Appearance

- Zoovy provides users with a wide selection of professional looking templates with customizable options.
- Businesses can maintain a consistent image across their newsletter, website and print materials for branding.
- The newsletters are compatible with all major email clients.
- Newsletters automatically create a web page version for customers with email systems that can't read HTML.

## Time Saving Features

- The newsletter utility utilizes the easy-to-use interface as the website design tool. Using one of the built-in templates anybody can easily create, preview and send a newsletter in minutes.
- Users can set automated schedules for sending out newsletters.
- The system automatically handles un-subscribes and has opt-in/opt-out capabilities.
- Lists can be automatically generated from Zoovy Order Manager, which maintains a customer database from transactions.

## Targeted Emailing

- Businesses can create up to 15 different newsletter lists tailored to different demographics.
- When used in conjunction with the Zoovy Order Manager advanced reporting feature, users can generate incredibly specific, targeted recipient lists based on categories such as location, purchase history, amount purchased, etc.

## Powerful Dashboard Reporting

- Users can assess their business with extensive reporting features that generate reports based on variables such as the number of bounce backs, un-subscribes, opens, click-thru's, and total sales generated from each campaign.

Zoovy's email and newsletter features provide advanced and easy-to-use methods of communicating internally customers. Businesses can build stronger relationships with customers, leading to more return purchases.