



# One-To-Many Email Content Management

## OVERVIEW

Whilst reputable businesses rightly avoid using unsolicited Spam type email, there will always be a legitimate need to communicate on a one-to-many basis with known recipients such as staff, sales intermediaries, clients and suppliers. There are two ways to do this. Firstly, you can use a knowledgeable resource/service to create and send professional, dedicated newsletters, notices, account information etc. from your company as a whole. This is defined as Corporate one-to-many email. Secondly, individual employees within your company can use their normal desktop software to send one-to-many emails to groups of receivers with whom they want to communicate on a personal level. This is called Personal one-to-many email. Rocketseed's one-to-many email Content Management Module allows for both processes in an easy to use, highly professional and controlled manner that offers significant enhancements and benefits over existing techniques.

## CORPORATE ONE-TO-MANY

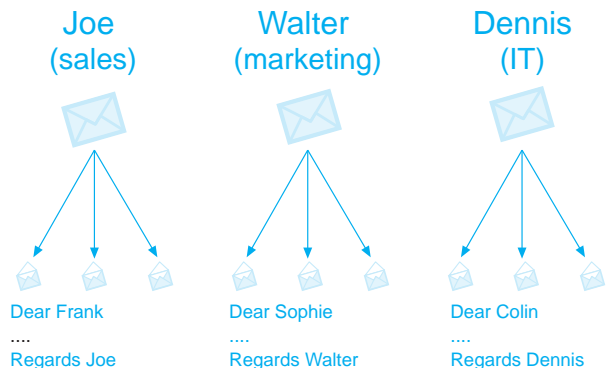
Creating and emailing professional, personalised one-to-many newsletters or 'e-zines' is a complex process to effect and monitor which is why it is typically outsourced to specialists at significant expense. However, for both economic and list security reasons, there is a growing international trend towards bringing this activity in-house.

Rocketseed incorporates comprehensive functionality simplifying this process and making it accessible to any suitably skilled staff member. This means you don't have to access a specialist mass mail service to create slick, content-rich, bulk communications that are individualised (e.g. Dear John) and which contain images and trackable hyperlinks.



## PERSONAL ONE-TO-MANY

There is often a requirement for individuals within businesses to send one-to-many emails to their personal contact base. Such communications are currently sent using generic content ('Dear Client' etc.) as well as having multiple names listed in the 'To' or 'CC' fields. Typically these emails are completely opaque to management in terms of quantity, content and brand or legal compliance. Rocketseed incorporates a management defined and controlled process which allows employees to utilise a simple User Wizard for generating professional and personalised emails which are compliant in all respects.



## CONTENT MANAGEMENT

Companies allowing divisions or individuals to send their own one-to-many emails need to monitor and control the numbers sent as well as certain content to ensure emails are professionally and legally compliant. Rocketseed functions as a centrally controlled content management system to ensure staff generate professional, personalised one-to-many emails according to pre-determined standards. Importantly, the marketing and communications person/department has control over:

- What all these one-to-many emails ultimately look like
- What disclaimers are used
- What additional corporate content is added
- Who sends how many of such emails (flow management)

## CAMPAIGN TRACKING

For all of these one-to-many emails, Rocketseed will extract full reports on who has sent what to whom, how many were sent, what the relative responses and interest levels are in each part of any email, etc.

This gives you the power to dynamically improve your marketing efforts.

87% of people viewed the email  
 23% clicked "latest news"  
 11% clicked "book conference"

clicks were: joe@ibm.com  
 walter@fnb.com  
 russell@dell.com



## KEY FEATURES

Different people only have access to the functions they require. Hence a marketing designer may create the templates for a division's one-to-many email but may not assign or send the email. A manager may have access to view the flow of all the company's one-to-many emails.

A User Wizard is incorporated to guide each user through the setting up and sending process, making it simple to use for the basic user and allowing the advanced user access to more complex features.

Each user can manage his/her receiver lists. This means that each employee has control over their stored 'repeating' data. Lists can easily be imported from other applications or created within Rocketseed itself.

You can personalise emails, e.g. inserting 'Dear Joe' rather than 'Dear Client' in the body of the email. Personalisation of each email helps prevent receivers from perceiving the communication as a mass email and deleting the email before they have read it.

You can schedule when you want one-to-many emails to be sent. This allows you to manage your bandwidth better and control the sending of large emails.

All receivers can view the email. Rocketseed will automatically format the email for receivers of html or plain text, and is AOL compatible.

You can track campaigns on an ongoing basis and assess their success. This provides immediate feedback and the logic to support future changes that may be needed.

Last but not least, Rocketseed Support and Services will deploy and train your staff on how to get the best out of Rocketseed one-to-many email. We will pass on to you the expert knowledge that we have gathered over time. Furthermore, we will do ongoing performance reviews to help you extract the most value from the product.

easy to use

personalise each email

wizards to guide you through

campaign scheduler

## TYPICAL USES

Here are some common uses:

Corporate one-to-many

- Newsletters and newflashes
- Crisis management
- Internal communications and updates
- Surveys

Personal one-to-many

- Individual salespeople wanting to contact THEIR clients
- CEO wanting to send a personalised note to staff
- Marketing department wanting to update people on latest successes

Below are some of the many benefits of using Rocketseed one-to-many email:

- Better client relationships and retention through facilitating the perception of 'one-on-one' personalised interaction.
- More effective and efficient mass marketing and communication. Rocketseed will increase recipient views and clickthroughs as well as provide accurate performance measurement.
- Continually improved marketing messages. This enables you to act and react faster to market trends and demands.
- Improved sales and service due to better communication. Rocketseed will allow you to not only increase new business, but also strengthen retention efforts through improving communication with existing clients.

surveys

newsletters

conference invites

crisis management

internal policy notification

## CONTACT US FOR INFORMATION

For more information, please go to [www.rocketseed.com](http://www.rocketseed.com) and we will gladly connect you with the relevant resource.