



Rich Messaging for EVERYDAY Email

OVERVIEW

Email has rapidly become the most important corporate messaging tool in use today, accounting for most of our everyday business communication. Consequently, it has become a key business requirement that every email leaving every staff member on a daily basis is properly monitored and controlled, as well as leveraged to achieve its full potential as a powerful one-to-one marketing and communications channel. This entails processing all individual outgoing emails to, amongst other things, implement standardised branding, insert targeted marketing messages and ensure enterprise legal compliance.

Rocketseed Rich Messaging for Everyday Email allows you to centrally control the flow, format and structure of every email that every employee sends from your company. This ensures compliance on multiple levels and allows management to take control over what is currently a user-driven and therefore high risk medium. It further allows you to unlock the value of normal everyday email traffic as a powerful branding and one-to-one marketing channel with full tracking and measurement of which allows you to continually improve your marketing and communication strategy.

ENRICH EVERY EMAIL SENT

Rocketseed is a central management system that will enrich every email sent by every employee, enabling you to:

- Brand everyday emails using a standardised rich template (headers, footers and margins) composed of graphics and text
- Dynamically control the changing and insertion of targeted, clickable rich messages based on sender and receiver groups (e.g. 'Support' may have different messages to 'Marketing')
- Insert standardised business cards with the sender's contact details
- Insert relevant legal disclaimers (by division/company)

This means you can:

- Professionalise and standardise all communication
- Communicate sales, PR, internal messages and any other strategic information quickly and effectively
- Increase sales and improve client retention
- Ensure each division of your enterprise can have its own legally compliant disclaimer

email before

Dear James

As discussed, here is the quote you asked for.

I look forward to hearing back from you and seeing you next week at 2pm.

Regards
Wendy

email after

LOGO	dynamic, targeted message ▶ click for info
Dear James	
As discussed, here is the quote you asked for.	
I look forward to hearing back from you and seeing you next week at 2pm.	
Regards Wendy	
business card details	
disclaimer	

DRIVE PEOPLE TO YOUR WEBSITE

Rocketseed's inserted rich messages:

- Allow receivers to click on them to quickly access additional web based information
- Drive traffic to your website and increase exposure of your brand, product and services
- Allow for multiple click areas so that you can run surveys and do product comparisons

click from email to website

information relating to marketing message

TRACK AND REPORT

Rocketseed tracking and reporting gives you real-time, detailed:

- Information on email flowing from your organisation
- Reports on the response to your rich messages

This allows you to:

- Manage email usage within your company, thereby increasing productivity and cost efficiency
- Measure and refine your marketing efforts
- Survey your clients and improve customer relationships
- Feed back reports to sales and help close more business

23% clicked on marketing message "A"
16% clicked on survey "B"
18% requested more info on product "P"

those people were: james@hero.com
doug@fusenet.com
duncan@financialtime.com



SOME TYPICAL USES

The uses for Rich Messaging are limited only by your imagination. Here are just a few ways that our clients are using Rich Messaging to produce powerful results:

- Communicate critical information quickly, effectively and credibly, such as:
 - Sales offers (e.g. specials, product launches)
 - PR news (e.g. crisis management, share price)
 - Internal communications (e.g. policy control)
- Ensure each division/company complies with email related regulatory and legal requirements
- Drive traffic to your website and other online destinations (including common downloads)
- Research your market (e.g. surveys such as "Is our service Good, OK, Bad?" where Rocketseed will give you the individual names of who responded to each category)
- Increase sales and improve client retention through a continual communication process

product launch [click to buy](#)
 see our [rebranding](#)
 news flash! [click to read article](#)
[click to book seat at next](#) [conference](#)
 survey: happy with our service? (yes/no)
[legal disclaimer...](#)

USER AND TECHNICAL VIEWPOINT

Rocketseed is a centrally controlled management system that is accessed via any browser, for instance, Internet Explorer. This puts the power to manage email based marketing and communications in the hands of the right people ñ the marketers and communications specialists. This means that your marketing managers can change the messages for the entire corporation and align Rocketseed with other on-line and off-line marketing initiatives ñ without having to go through a technical department. Likewise, Rocketseed gives technical administrators centralised control over the management of email flow and usage as well as control over the actual hardware used for the Rocketseed solution.

There is no impact on employees sending email. They will continue sending emails as they did before. This means that Rocketseed can be rolled out without any requirement for change management or training of email senders on how to use the system. All that is typically done is you will send your staff an email saying which inserted messages you will periodically be using.

There is no impact on your technical architecture. Rocketseed sits downstream from your existing email server and is compatible with all such servers. Having successfully deployed Rocketseed solutions into numerous corporate environments, including high security banking environments, we are well equipped to understand your particular technical requirements and implement accordingly.

the Rocketseed solution is built for
 ease of use...
 simple [technical integration...](#)
 and
 extensive [management control](#)

CONTACT US FOR INFORMATION

For more information, please go to www.rocketseed.com and we will gladly connect you with the relevant resource.