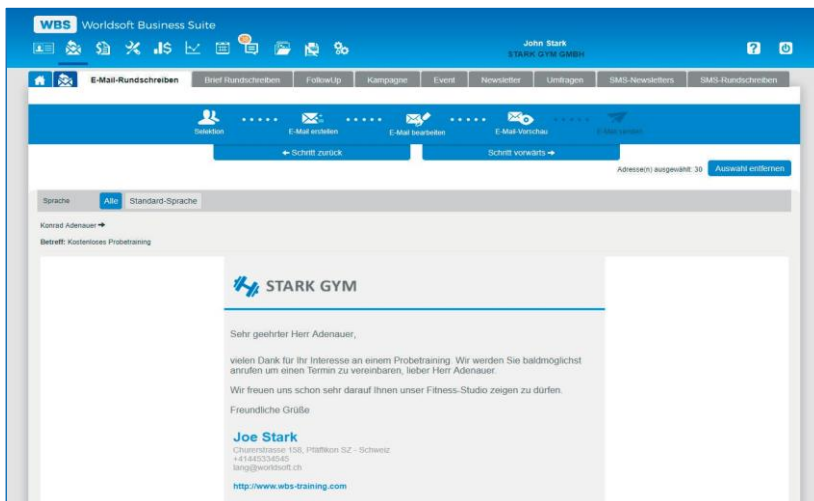# E-Marketing System

With the e-marketing system (EMS) of the Worldsoft Business Suite, you can quickly and easily send personalised circulars, newsletters and follow-ups by e-mail and SMS.

Customised coding options and real-time statistics provide you with precise information about delivered emails, non-delivered emails (bouncing), openings, clicks on links and unsubscribes (opt-out).

The ingenious FollowUp system specifies and automates with time- and action-based messages that are perfectly tailored to the needs of the recipients. Automatic FollowUps turn contacts into new customers! This allows you to increase your sales very efficiently by 200 to 300 per cent!
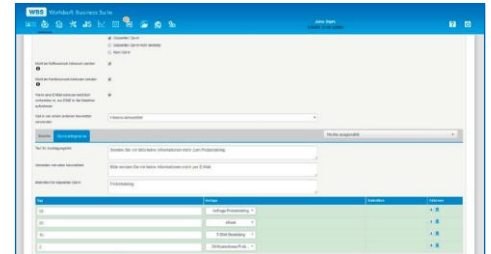

Your emails and text messages are personalised using macros (placeholders) and recipient-specific data can also be inserted. A personalised message is much more effective and is noticed.

The birthday module sends automatic birthday greetings. Online surveys provide you with valuable information and strengthen customer loyalty.

EMS is based on the Worldsoft CRM and accesses the data in the CRM. No duplicate address maintenance - everything is from a single source.
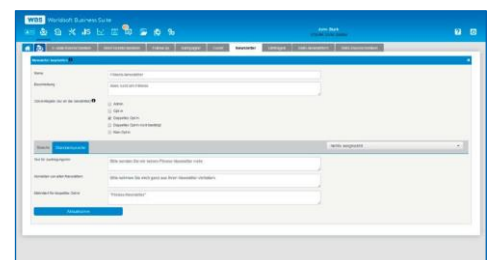
FollowUps (e-mail and SMS)

A FollowUp is a series of preset messages that are sent by e-mail or SMS on specified days.
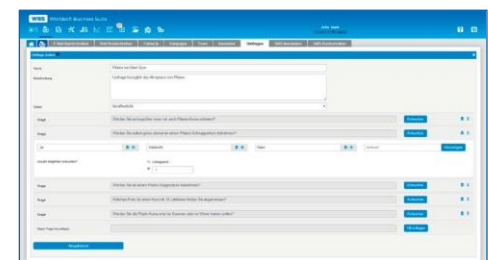

Newsletter Opt-In and Opt-Out

Your prospect subscribes to the newsletter with a double opt-in. They can unsubscribe from the newsletter by clicking on the unsubscribe link in the email (opt-out).

Online surveys

EMS makes it very easy to create online surveys. You send an e-mail with the link to the survey and receive the results in real time.

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Schweiz

E-Marketing System (EMS)

General informations:
- Arrangement of the navigation tabs can be changed using drag & drop
- Standardised user interface and detailed online help
- User language (German, English, French)
- Permitted languages and countries (all possible)
- Interface documentation (API), app authorisations, WebHooks, Webinars
- Extension by Factura and Affiliate possible
- EMS is based on Worldsoft-CRM - for details, please refer to the Worldsoft-CRM data sheet

Functions of Worldsoft-CRM in brief:
- Basic settings for CRM
- Contact data administration
- Customer administration
- Message module
- Template management
- File manager (archive)
- Forms (WebConnector)
- Lead manager
- Calendar
- Reservations

Basic settings EMS:
- Birthday e-mail: Automatic e-mail dispatch on birthday
- Synchronisation with external email account
- Message filter
- "Noreply" email address or Worldsoft Mail address as sender
- Bounce limits for softbounce and hardbounce

E-mail newsletter:
- Sending multiple emails simultaneously in CRM
- Selection for e-mail circulars in the EMS
- Select or add e-mail template
- Emails can be sent in multiple languages
- HTML editor for HTML emails and editor for text version
- Macros for personalising the salutation
- Macros for logo, address data, invoice and delivery data
- Markos for system data: Date, footer, link and URL to customer admin, link and URL for opt-out links, opt-in text, reservation, URL for display in browser
- Receive coding option for e-mail
- Add tracking image
- Add tracking links
- Open coding option for e-mail
- Assignment of automatic processes to links
- Assignment to newsletter type
- Emailing preview (addresses are linked to email)
- Display of the number sent to
- Sending date and time for delayed sending
- Spamcore text

SMS newsletter:
- Requires SMS credit
- Sending of several SMS simultaneously directly in CRM
- Selection for SMS circulars in EMS
- Select or add SMS template
- Sending normal or encrypted
- Text editor for creating the SMS with character counter
- Macros as described under e-mail circulars
- Add tracking links
- Automatic link shortening
- SMS preview
- Display of the number to be sent
- Sending date and time for delayed sending

Letter Circular:
- Sending multiple letters directly from the CRM
- Letter circular selection in EMS
- Select or add letter template (PDF)
- Letters in several languages per circular possible
- HTML editor for designing the PDF
- Macros as described under e-mail circulars
- Letter mailing preview (all addresses are linked)
- Display of the number for which the PDF is created
- PDF generation with notification and PDF file in the message module

FollowUp (E-mail und SMS):
- FollowUp controlled by date of group coding
- Start groups or start filters
- Stop groups or stop filters
- Choice of dispatch time
- Selection of opt-in rules
- No multiple sending to the same e-mail or telephone number
- Text for unsubscribe link freely definable
- Text for unsubscribing from the newsletter freely definable
- Macro text for double opt-in freely definable
- Assignment of e-mails or SMS with definition of dispatch days, e.g. 5 days, 10 days, 15 days after group coding

Campaign (E-mail und SMS):
- Campaign started by start date
- All functions described under FollowUp
- Assignment of e-mails or SMS with definition of the dispatch days, e.g. 5 days, 10 days, 15 days after start date

Event (E-mail und SMS):
- Event ended by event date
- All functions described under FollowUp
- Assignment of e-mails or SMS with definition of the dispatch days, e.g. 15 days, 10 days, 5 days before the event

Newsletter (E-mail und SMS):
- Create and manage any number of newsletter topics with Opt-in and opt-out per newsletter, e.g. customer and prospective customer newsletters, daily and monthly newsletters.
- Selection of opt-in rules
- Freely definable text for unsubscribe link
- Text for unsubscribing from the newsletter freely definable
- Macro text for double opt-in freely definable

Online surveys:
- Creation of any number of surveys
- Any number of individual questions and answer options per survey
- Process assignment per question possible, e.g. e-mail dispatch depending on the answer
- Single choice and multiple choice (number of possible answers)
- Survey preview
- Results of the survey in real time
- URL under which people can take part in the survey
- Script for insertion into source code on the website

Statistics:
- Customers by newsletter
- E-mail reports
- SMS reports
- Create customised filter statistics