intertrac NEWSLETTERS

BY COMPUTERWORKS

intertrac Newsletters are back and better than before! Now including a Survey Builder to help create polls, questionnaires, and other surveys and gather constituent feedback. Newsletters are a standard feature in the intertrac communications toolset.

Newsletters are not a plug-in. The Newsletter component integrates with the entire intertrac system so you can use your existing contact records to build mailing lists, track related activity, and update contact records with opt-in and subscription responses. A number of enhancements are designed to make it easy for any user to quickly build a professional looking newsletter and send it out the door.

FEATURES

- Drag and drop design elements right onto the page
- Custom templates make your newsletters unique and maintain your "look"
- intertrac newsletters are completely integrated with the system: build, send, and track your newsletters all in the same place
- Targeted mailing lists based on constituent interests, location, and preferences help you deliver relevant content to each constituent
- The Survey Builder makes it easy to create surveys, polls, and questionnaires
- Tracking tools record and analyze constituent opens and click-throughs
- Opt-in and opt-out options keep lists clean, avoiding honey pots and spam traps
- New! Simple polls tally your readers' votes on a single issue question
- A/B Testing lets you see which newsletter performs better
- Add emojis to outgoing subject lines to catch readers' attention
- Use built-in analytics to determine outreach targets
- No add-on or surprise fees; Newsletters is included with your intertrac subscription

NEWSLETTER **BUILDING**

- Step through creating, testing, and sending outreach mail with the Newsletter Builder
- Just drag and drop design elements to build and edit the newsletter without any code
- Don't want to start from scratch? Use a template or copy another newsletter
- Need more control? Edit the HTML source code to finesse the design
- Add a survey using simple write-in responses, checkboxes, radio buttons, and/or multiple choice options
- Target newsletter content to specific interests or groups

NEWSLETTER **SENDING**

- Build micro-targeted mailing lists based on category, zip code, region, or other criteria
- Use newsletter groups and/or advanced searches to aggregate constituents subscribing to specific newsletters or interested in a concise topic
- Automated unsubscribe features flag the system to send or Do Not Mail

NEWSLETTER **TRACKING**

- Measure performance as indicated by opens, click-throughs, non-deliverables, etc.
- Analyze built-in metrics and heat maps to track engagement and demographics
- Break down survey results by question or individual responses
- Gain insights through A/B testing to better fit your message to the audience

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Want to learn more about Newsletters? Call us today.

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