

HighRoad Solution's



# Campaign eMail



## eMarketing driven by your valuable member/client data

HighRoad's developers know associations and small businesses. We developed easy-to-use **Campaign eMail**: for high-end eMarketing that leverages the demographics powered by your **AMS / CRM** member records.

*"As a small agency, we often reach our limits for what our internal team can realistically handle from a workload perspective. HighRoad is the extension of our agency that makes it possible for us to offer eMail services to our clients."*

Kevin Hedlund  
Digital Marketing Manager  
Infinity Direct

### WHY 'TAKE THE HIGHROAD?'

Not only does HighRoad provide the best eMail marketing solution in the association marketplace, we back it up – with free, unlimited tech support and training. In addition, our expert account managers, trainers and developers can educate your staff about emerging technologies and how to use eMarketing to increase member loyalty. Rely on our best practices guidance!



#### ▶ Synchronized Data and eMail

No need to maintain data in disparate systems! We've partnered with major AMS providers (Aptify, netFORUM and Personify) and Microsoft SharePoint. Data you use for Campaign eMail is auto-synched — updating AMS/CRM contact and activity records.

#### ▶ Message Creation

Develop effective, branded html eMail messages, using our easy template-driven system. Customize eMails with unlimited merge tags and dynamic content.

#### ▶ Reliable eDistribution

Send immediately or schedule recurring messages. Duplicate prevention, Spam checker and browser detection (html, text, AOL) ensure inbox deliverability.

#### ▶ List Management & ROI Tracking

Create and append eMail groups. Use Forward to a Friend to grow opt-in lists. Preferences are captured into your Campaign eMail and AMS/CRM accounts. Real-time tracking/reporting gives instant feedback.

#### ▶ Unique Forms & eSurveys

Embed custom surveys and forms – complete with real-time analytics, data import/export, eMail delivery and response tracking.