

HighRoad Solution's

Professional Services



Professional Services – An Extension of Your eMarketing Team

Whether you need an eMarketing solution integrated inside your AMS, custom HTML templates, consulting or custom software development, the **HighRoad Solution Professional Services team** is the technical development extension of your eMarketing team.

What clients are saying about HighRoad:

"We have a number of technology tools that need to act as one 'system' so the fact that HighRoad Solution integrated seamlessly with Aptify was a critical factor. One of our strategic focuses is mobile and the rendering of eMails on a mobile device is first class. Finally, the product's ease-of-use won over our staff."

Reggie Henry, CAE, Chief Information Officer
ASAE & Center for Association Leadership

WHY 'TAKE THE HIGHROAD?'

Not only does HighRoad provide the best business communications tools 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 integrated outreach to increase member loyalty. Rely on our best practices guidance!



▶ AMS Integration

HighRoad developers can integrate a full suite of eCommunication solutions inside your AMS including a best of breed Campaign eMail Tool, Webinar Conferencing Solution, eSurvey and Broadcast Fax solution eliminating disparate systems.

▶ CMS Integration

If the content already exists on your website, why create it twice for email? You can leverage your CMS to pull your website's content into pre-determined templates saving you time and money!

▶ Custom HTML Templates

Allow our team of HTML specialists to design attractive templates that render correctly in all eMail clients.

▶ eCommunications Strategy

Unsure how frequently to message your eMail subscribers? Allow our team to plan a Recency-Frequency-Model or RFM eMail strategy to improve ongoing performance.

▶ Best Practice Consulting

Our eCommunication best practice webinars and speaking engagements educate small to large groups on the latest industry best practices topics.

▶ Custom Software Development

Do you have an idea that would make your job easier and potentially help others leverage their AMS to the fullest? Ask our team of software developers about how to bring your idea to life.