

**Sitecore Newsletter Module.** Designed to add the key communication element to a website, the module is simple to install, and carries all of the functionality required for effective, well presented, newsletters in all formats.

### Benefits

The Sitecore Newsletter Module address the three key elements of a successful newsletter; Content, Structure and Results

A newsletter is essentially a web page. Therefore content for the newsletter is created in the familiar Sitecore environment where multiple editors can contribute, according to their assigned rights. And in the same way as a webpage, linking to content on the website outside of the newsletter is simple and images can be used in the same way as other media on the website

The newsletter is structured using the Sitecore layout editor, so elements used in the website, such as top-bar, banners and logos can be easily re-used. The newsletter can also be driven from the same style sheet. This provides a consistent look and feel between the website and the newsletter.

Measuring the reaction to a newsletter is extremely important. Discovering how many, for example, opened the newsletter, how many clicked through to the website articles or unsubscribed is key to improving the newsletter. The module measures all of these and more.

If your site appeals to distinct groups of visitors, or different interest groups, it is necessary to create a number of different newsletters. The module supports an unlimited number of newsletters and subscribers.

Furthermore the content of email can actually be personalised on an individual basis – for instance drawing “Order status” information for a specific customer into the mail

### Facts

In a recent survey of decision-makers for corporate services, the following data were gleaned:

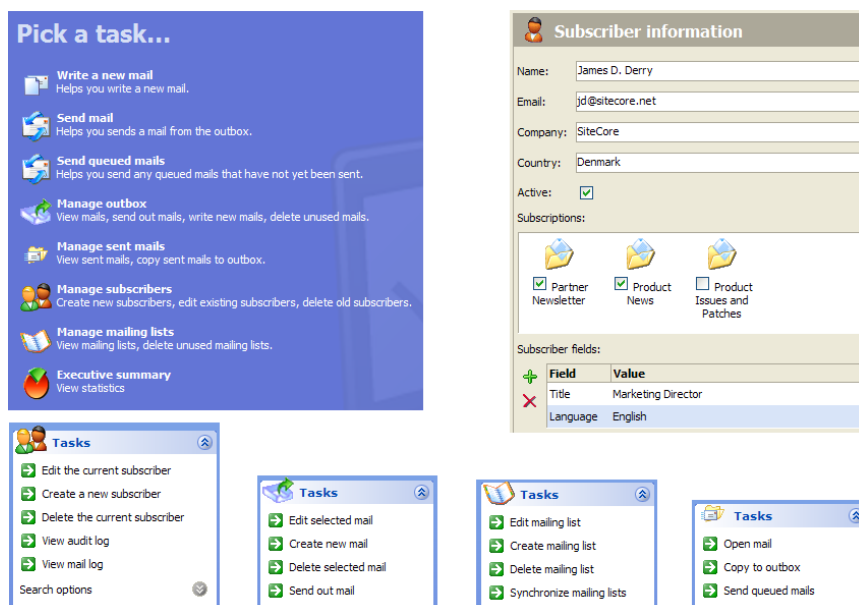
- 64% say that newsletters are somewhat to very effective at building a firm’s visibility
- 51% say that newsletters are somewhat to very effective at enhancing a firm’s reputation
- 60% say that newsletters are a foundational tool for enhancing client relationships

Another essential benefit of e-newsletter marketing is the enhancement of the sending firm’s reputation and positioning in the marketplace. By adding value, the e-newsletter marketing company has the opportunity to:

- Brand itself as the expert or thought leader in the marketplace
- Increase readership of newsletters and receptiveness for subsequent offers or solicitations
- Form the foundation of a consultative relationship with its readers

### Newsletter Interface

A task oriented structure gives a logical overview, and easy management of both subscriber lists and multiple newsletters.



## Features

The Newsletter module satisfies all of the requirements for complete newsletter & subscriber management.

### Content

- Send newsletters as plain-text, HTML or web-page copies.
- Reuse Sitecore web site content in any manner in your newsletter.
- Customise the content of each email on an individual subscriber level with information either from Sitecore or external systems
- Newsletters can be based on any amount of information or design already used on your website
- Automatic welcome and unsubscribe mails.

### Structure

- Web page mails, correctly configured, present accurately in Outlook, Mac, Notes, Linux and more
- Images are embedded into the mail.
- Easy to use graphical user interface following Windows XP guidelines.
- Reuse of style sheets

### Results

- Track number of recipients for a newsletter, how many recipients opened the newsletter, and how many recipients clicked on to your website.
- Track movements on each newsletter list, new subscribers, and unsubscribed members.
- Drill down on a per subscriber basis to watch every subscription, newsletter received, opened and clicked, etc.

- Visitor information from the website is recorded in the same system as the newsletters so correlation can be made between activity
- All data easily accessible in Access or SQL servers for data mining and CRM purposes.

### Subscribers

- Unlimited number of newsletters, subscribers and lists (interest groups).
- Let users subscribe or unsubscribe directly from the website.
- Administration interface also allows you to update and add subscribers manually.
- Unlimited number of custom fields per subscriber (age, gender, etc.)

### Security

- Control who can write and who can send the newsletters.
- Failure-protected transmittal of mails prevents embarrassing mail duplicates.

### Technical

- .NET framework, 100% open API
- XML programming for integration into other enterprise systems

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## Technical

The newsletter module is uploaded into the system using the simple packager interface. Initial Layout of newsletters is often done using development resource, but maintenance or subscriber lists and newsletter handling is an administrative task.

Web page or URL newsletters are exactly that: a web page constructed as any other, with a direct URL link. The page uses standard elements from the rest of the site and can be viewed directly in a browser. When sending this as a newsletter the administrator simply references the URL and defines the subscriber list. The

module constructs the newsletter, embedding the images so that the newsletter is entirely stand-alone (in an html newsletter they are just references/links).

The statistical results from the newsletter are driven from the same statistics system as the website, so there is coherency between the two. Visitor's activity on the website can be correlated with their actions resulting from the newsletter.

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