

# All-In-One Email Marketing Software Service for Any Business

## What Is Quebert?

In two words: Time Saver! Quebert Email Marketer is a browser-based email marketing and autoresponder software service that business owners use to create, send and track professional email campaigns and autoresponders. All you need is a computer and a high-speed internet connection. Our software runs through the internet so there is nothing to install. The best part is, you can get to it from anywhere. Open [Internet Explorer™](#) or [FireFox™](#), type in [www.Quebert.net](http://www.Quebert.net), login, and you're ready to go!



**Bottom Line:** Quebert Email Marketer saves you time, keeps you in contact with potential and existing customers, and adds value to each and every customer relationship. This service also plugs right into any existing website and makes it easy for you to collect new leads / prospects.

## What's an "Email Campaign"?

List Name	Subscribers
Leads for Sales Team	3
Leads from Trade Show (Oct 2007)	7
Newsletter Subscribers (From Product Demo's)	3,930
Newsletter Subscribers (From Website)	0
Webcast Attendees (Nov 2007)	0

An email campaign is a specifically targeted list of customer emails combined with certain information that is requesting a call to action. For example: A business owner sends out new product information to existing customers asking them to come see a demo or upgrade their current model. Quebert Email Marketer can support an unlimited number of email campaigns and customer email lists. As a customer of Quebert Email Marketer, you'll have access to create as many email lists and campaigns as you'd like.

## You Said Auto WHAT?:

An autoresponder is an email robot that automatically sends a prewritten email based on a certain action. For Example: You add our exclusive Quebert Email Marketer newsletter / email list invitation dialog box to your website. You may have seen something like this before on other sites. "Join our List". When a prospect or customer adds their name and email address, they are automatically added to your email marketing list. The autoresponder engine kicks off and sends them the information you pre-wrote and preformatted. They receive it automatically, even while you're away from your computer.

Autoreponder Name	Created	Sent
First Follow Up	21 Nov 2007	Immediately after signup
Second Follow Up	21 Nov 2007	24 hours after signup
Third Follow Up	21 Nov 2007	144 hours after signup



## Bringing It All Together:

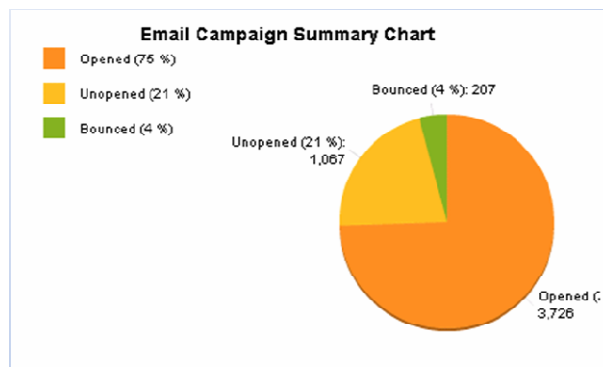
The beauty of this system is that it complements and encourages the number one source of business growth in the entire world; "Word of Mouth" advertising. There is nothing more powerful and effective for growing your business. By tailoring your email campaigns to your products, services, and customer types, you can keep in constant contact with your potential and existing customers. By requesting feedback and referrals, your call to action with each campaign can increase your "Word of Mouth" advertising momentum.

**Positive momentum = business growth.**

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## Make It Work For You:

With the Quebert Email Marketer tracking tools each campaign is easy to monitor. More effective than any other method of advertising, our tracking tools will tell you when each email was received, opened, or declined. We also put the power of this system in your customer's hands. They decide when to join and when to leave. By "Opt-In" and "Opt-Out" links, they can easily tell you when to remove their name from the list. This is important because the relationship you have with each customer is valuable. The last thing anyone wants is more SPAM, right? So, we make it so you are sending information by invitation only. When people tell you they want something, they are more likely to read it and use it. The Quebert Email Marketer Tracking Tools give you the ability to easily and automatically protect the relationship you have with each customer.

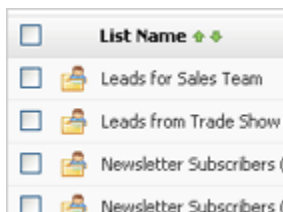


**The Quebert Email Marketer is the perfect choice for business owners looking to send email campaigns and autoresponders to their leads, contacts and customers.**



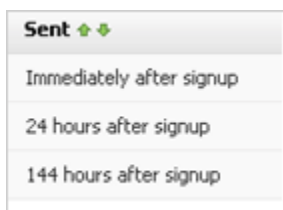
**Anyone can create and send stunning email campaigns**

**Build your own email campaigns** using the step-by-step campaign builder or choose from and customize over 35 professionally designed, industry-specific email templates.



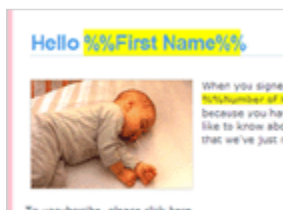
**Easy, browser-based contact management**

Add contacts to your contact lists one-by-one or import existing contacts from your any CRM, email program or database using a point and click web-based interface.



**"Hands free" follow up with autoresponders**

**Follow up** with prospects automatically and on time using personalized auto-responders while increasing response rates and conversion rates.



**Personalize your email campaigns**

**Personalize every email** you send with your contact's details such as their name, company details, interests and other personal information.

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Segment Rules	
Location	contains
Registered	contains
Date Added	is on
Email Address	contains
Email Address	contains

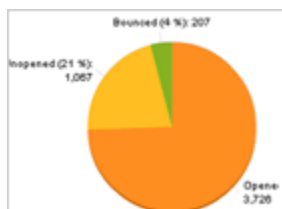
## Segment and filter contacts before sending

Send targeted emails to your contacts based on their interests and previous history using custom filters, list segments and personalization options.

Your email address:	<input type="text"/>
First Name:	<input type="text"/>
Location:	[ Select a location ]
<input type="button" value="Subscribe"/>	

## Add web to lead forms on your website

Generate leads directly from your website using the step-by-step web to lead form generator to add lead sign up forms to your website in minutes.



## Track click-throughs and email opens

Improve and optimize your email campaigns by tracking open rates and click-through rates over time, as well as detailed per-campaign reports and statistics.

## See Quebert Email Marketer in Action

Watch the [Quebert Email Marketer Demo Screencast](#) to see all of the features mentioned above in action, and to learn how easy it is to create, send and track your own email marketing campaigns in minutes. [Call Jeff for an appointment: \(920\) 246-8875](tel:9202468875)

## Other Important Features

- Choose our Month to Month or Annual Service License; No Contract.
- Runs on any computer, through the Internet.
- Effortlessly deals with even the largest of contact lists and email campaigns.
- If you can use Microsoft Word, you can use the Quebert Email Marketer.
- 30 day no-questions-asked money back guarantee for any reason.

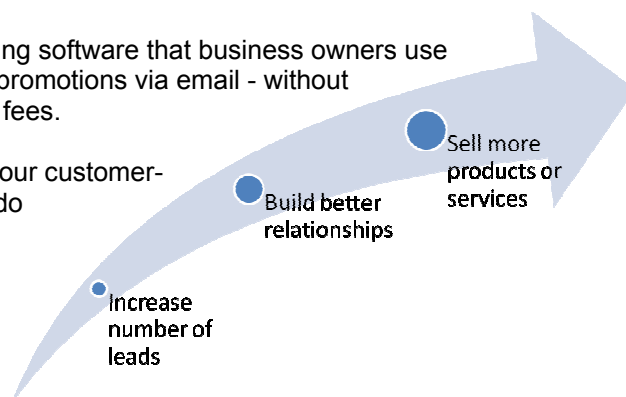
# All-In-One Email Marketing Software Service for Any Business

## Business Owners Choose The Quebert Email Marketer Because...

The Quebert Email Marketer is the trusted email marketing software that business owners use when they need to send newsletters, special offers and promotions via email - without having to worry about any postage or per email sending fees.

Combine that with the Quebert's [service guarantee](#) and our customer-focused reputation and you'll see we are determined to do whatever we can to make your email marketing efforts successful.

Quebert is also CAN-SPAM Compliant!



## The CAN-SPAM Act: Requirements for Commercial Emailers

The CAN-SPAM Act of 2003 (Controlling the Assault of Non-Solicited Pornography and Marketing Act) establishes requirements for those who send commercial email, spells out penalties for spammers and companies whose products are advertised in spam if they violate the law, and gives consumers the right to ask emailers to stop spamming them.

The law, which became effective January 1, 2004, covers email whose primary purpose is advertising or promoting a commercial product or service, including content on a Web site. A "transactional or relationship message" – email that facilitates an agreed-upon transaction or updates a customer in an existing business relationship – may not contain false or misleading routing information, but otherwise is exempt from most provisions of the CAN-SPAM Act.

The Federal Trade Commission (FTC), the nation's consumer protection agency, is authorized to enforce the CAN-SPAM Act. CAN-SPAM also gives the Department of Justice (DOJ) the authority to enforce its criminal sanctions. Other federal and state agencies can enforce the law against organizations under their jurisdiction, and companies that provide Internet access may sue violators, as well.

See the FTC Web site at [www.ftc.gov/spam](http://www.ftc.gov/spam) for updates on implementation of the CAN-SPAM Act.

The FTC maintains a consumer complaint database of violations of the laws that the FTC enforces. Consumers can submit complaints online at [www.ftc.gov](http://www.ftc.gov) and forward unwanted commercial email to the FTC at [spam@uce.gov](mailto:spam@uce.gov).

**Did you know:** By the end of 2007, e-mail will have delivered \$48.56 in sales for every dollar spent?

-- Direct Marketing Association

"If you don't have a newsletter, then publishing one is probably the single-highest ROI action you can take to improve your Internet presence."

- Jakob Nielsen's Alertbox, March 12, 2007

# All-In-One Email Marketing Software Service for Any Business

## The Challenge:

How can you leverage the low cost of email to:

- Build solid relationships with your customers and prospects
- Up sell / cross sell additional products or services
- Generate consistent leads
- Automate your marketing campaigns
- Create marketing campaigns on shoestring budgets

## The Solution: Email Marketing Software



## The Smart Choice



Features	
Completely Web Based	✓
Easy to use WYSIWYG Editor	✓
Step by Step Easy Email Campaign Creation	✓
Automated Follow Up Emails	✓
Insightful Statistics and Reporting	✓
Add to Your Website in Minutes	✓
Pre-designed Email Templates	✓
CAN-Spam Compliant	✓

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## Benefits of Email Marketing

Let us demonstrate how any business, regardless of size, can turn prospects into customers and customers into lifelong raving fans using email marketing. Download our email marketing PowerPoint and learn:

- How business owners are making \$48 for every \$1 they spend on email marketing.
- Why email marketing is the easiest way to increase revenue.
- How you can follow up with prospects and leads automatically.
- How we manage our subscriber email newsletter list.



## Full List of Quebert Email Marketer Features:

- CAN-SPAM compliant email marketing software.
- Language support. (language files separate from php code)
- Templated. (html separate from php code)
- Server / User Time zone support.
- Paging everywhere.
- Change per-page results easily.
- Forgot password option.
- Copy feature. (eg lists, newsletters, templates, autoresponders, forms)
- Built in templates. (easy to add more)
- See when a scheduled job will run.  
It will count down and give you an idea of when the next send will go out.
- Remember login details.
- Context-sensitive help / tutorials.
- Easy To Use / Navigate User-interface.

## Lists

- Bulk changes to list subscribers. (change all to html/text, make them active/inactive)
- Copy lists.
- Merge multiple lists into one list.
- Save reply-to, bounce-address, bounce account information with a list.
- Allow imap bounce account.
- Allow extra mail settings to be saved per list (eg /notls or /noss!).
- Bounce processing differentiates between types (hard, soft). The Quebert Email Marketer detects a hard bounce and sets the status of the subscriber to bounced and never emails them again.
- The Quebert Email Marketer detects a soft bounce but does not change the status of the subscribed until a soft bounce has occurred 5 times on that same subscriber. Once an email has soft bounced 5 times, it is treated as a hard bounce.
- Add company details to a mailing list and they will work as custom fields when sending an email.

## Custom Fields

- Associated with a mailing list not with a user (means sharing a list between user will show custom fields correctly)



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- Can be associated with multiple lists at once.
- Data checking when importing/subscribing.
- Subscriber IP is a usable custom field replacement when sending emails.

## Manage Subscribers

- Search all of your lists at once.
- Option to bypass filtering step.
- Bulk changes. (delete multiple at once, change them to html/text)
- Save different stages of subscribe. Eg subscribe request (time + ip address), subscribe confirm (time + ip address)
- Save different stages of unsubscribe. Eg unsubscribe request (time + ip address), unsubscribe confirm (time + ip address)
- Only show custom fields associated with the list a subscriber is on.
- "Bounce" and "unsubscribe" statuses.

## Import Subscribers

- Import subscribe date.
- Validates and reports on import results. (see duplicates, problems with data etc)
- Option to add subscribers to any autoresponders the list has.

## Export Subscribers

- Option to export subscriber's IP address if tracking is enabled from the settings page.
- Option to include bounce details when exporting 'bounced' subscribers.
- Option to search/export/send to multiple filters at once. (eg; 3 checkbox items at once)

## Banned Subscribers

- Global ban list. (bans across all lists)
- Upload a file of email addresses to ban.

## Newsletters

- Bulk actions. (make multiple newsletters active/inactive at once)
- Can handle attachments.
- Save as you go buttons.
- No need to refresh to upload a file or import from a URL.
- Check and warn about missing unsubscribe links.
- Archives are an RSS feed so easily changed and easily ported to an external website.
- Choose whether to archive per newsletter.
- Completely disable embedded images or disable them by default.
- Enable or disable attachments plus an option to set a maximum attachment size.
- An option to set the maximum email size you can send.
- An option to show a warning if an email is larger than "X" kb when saving and also before sending.
- Checking of image locations when you save a template/newsletter/autoresponder and before a newsletter is sent.
- Can extract the text version of an email from the WYSIWYG editor straight into the "Text Version" textbox.
- Send multiple preview emails at once.

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- Proprietary integrated spam checking and rating for email campaigns
- Preview your email campaigns exactly as they will look in all popular email clients

## Sending Newsletters

- Can send to multiple lists at once. (removes duplicates before it starts)
- Scheduled sending will create the queue just before it starts. (so if you schedule in advance, new subscribers will be picked up and any unsubscribes will be removed before starting the process)
- Can embed images into an email.
- Change character set / encoding for each send.
- Server Jobs can pick up "broken" or interrupted mailings.
- Auto-optimizing of sends. (database is automatically optimized before and after a send)
- Admin and user receive notifications if a user goes over per-month of max-emails limits.

## Templates

- Global templates.
- Bulk actions. (make multiple templates active/inactive global/not global at once)
- Save changes as you go.
- No need to refresh to upload a file or import from a URL.

## Autoresponders

- Bulk actions. (make multiple autoresponders active/inactive at once)
- Save as you go.
- No need to refresh to upload a file or import from a URL.
- Option to add existing subscribers to the autoresponder.
- Can embed images into an email.
- Change character set / encoding for each autoresponder.
- Better attachment handling.
- Check and warn about missing unsubscribe links.
- Only show custom fields associated with the autoresponders mailing list. Will not include custom fields that aren't associated with the list.

## Forms

- Send-to-friend form. (with appropriate stats)
- Better management for ordering custom fields / form options. (move things around in an easier fashion)
- The "subscribe form" can be a "contact form".
- Use appropriate SMTP server details that are set. (ie will pick up general settings or user settings)
- Can send text and HTML parts of confirm/thanks emails.
- Option to show/hide subscriber format choice.
- Easier customizing. (form HTML is outside of code and easily edited)
- "Printable" form type idea for retail stores to accept subscribers at Point of Sale areas for later entry into a mailing list.

## Users

- Maximum emails (like "email credits"). These count down with each email sent.

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- Can edit your own details.

## Settings

- Testing of SMTP server details on the settings page.
- Testing of bounce email account details on the settings page and per mailing list.

## Stats

- Show more information. (how many sent, how long it took, unique opens)
- Show open stats, link stats, bounce stats, forwarding stats, unsubscribe stats per newsletter or autoresponder.
- Show trends in subscribes/unsubscribes per mailing list.
- Show trends per user for their send history.
- Show per domain information per mailing list. (eg; 50% are yahoo subscribers)
- Option to search/export/send to people who have NOT clicked a link or opened a particular email.

The Quebert Email Marketer is fully implemented through our exclusive **4D** process.

### 1.) Define

- a. How do you plan to use Quebert?
- b. Create different lists...

### 2.) Design

- a. Design the templates you're going to use
- b. Type in the text you'll need for autoresponders and campaign messages

### 3.) Develop

- a. Develop the campaign schedules
- b. Provide a link on your site into the right list in your campaigns

### 4.) Deploy

- a. Integrate Quebert into your existing website.
- b. Manage the deployment of each campaign
- c. Monitor stats and traffic

## Ask Yourself...:

- When do you want to leverage the low cost of email to run effective marketing campaigns?
- When do you want to start building stronger relationships with your customers?
- When do you want to turn prospects into customers – automatically?
- When do you want to turn your existing website into a sales lead generating machine?
- **What's stopping you from enjoying these benefits right now?**



Call Quebert Today For A Free,  
No Obligation Demo!

Ask for Jeff Blackman  
(920) 246-8875

