Improving your email marketing effectiveness with direct mail-out software

Many of us use email to let potential clients know of upcoming offers, new products and industry news. However, using specialised mail-out software can provide you with a variety of benefits over using a standard email program such as Outlook. These benefits include:
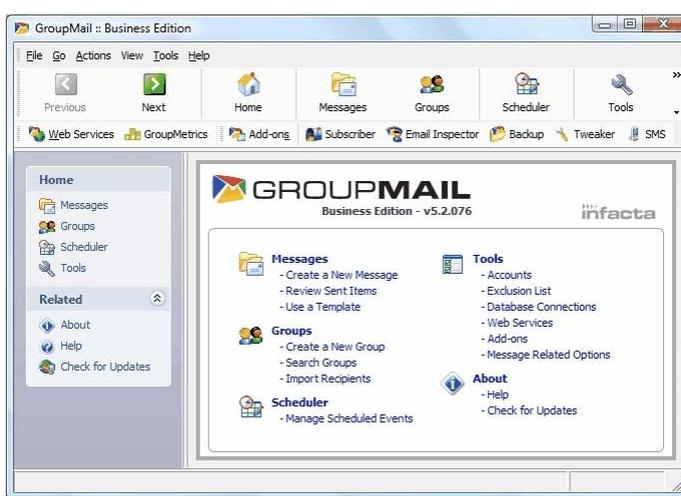
- sending a separate email to each recipient – rather than simply putting everyone in the To, CC or BCC field of the same email message
- using personalised fields (e.g. using each recipient's name rather than something generic like "Dear customer")
- sending a variety of different mail-outs that use different mailing lists, and maintaining these lists in a central location
- reusing content from previous mail-outs
- creating reusable mail templates to provide corporate branding
- sending to large numbers of recipients at once (most internet service providers limit you to a maximum of 100 recipients when using email programs)
- providing users with an Unsubscribe link that is automatically processed
- automatic removal of invalid email addresses from the mailing list
- much lower chance that messages are blocked as spam by recipients' mail servers or email programs

The two industry leaders in this type of software are:

- **SendBlaster**: http://www.sendblaster.com/sendblaster/partners_new/jrox.php?id=1594
- **GroupMail**: http://www.group-mail.com/

They are both quite similar, but SendBlaster is easier to use and somewhat cheaper, whereas GroupMail provides a variety of additional features that would be suitable for more technical users. These features include:

- importing addresses from a wider range of sources (such as databases)
- saving drafts of multiple messages within the program itself (SendBlaster allows you to save them externally)
- direct editing of the HTML source code behind the message
- spell-checking of messages before sending
- scheduled sending – if you want to set messages to be sent at a later date/time

Japha Enterprises is an authorised reseller for both of these products, and can offer you a discount on either of the software packages. Neither product is expensive - they are both once-off purchases rather than annual subscriptions, and both are under $200.

To purchase SendBlaster or GroupMail at a discounted price, contact Japha:

- 04111 52742 or (07) 3103 2444
- info@japha.com.au