Epicor eMarketing

Epicor eMarketing is a powerful application for delivering effective newsletters, e-mail marketing campaigns, and marketing automation. It is also an excellent tool for distributing important communications to your employees, partners, prospects, and customers. Innovative thinking will uncover dozens of areas where e-mail marketing programs can be used to drive revenues, improve customer satisfaction, and streamline internal processes.

Epicor eMarketing manages the entire campaign cycle—from identifying and importing contacts to creating and delivering targeted e-mails and, finally, measuring the campaign's effectiveness. Its user-friendly interface allows users to quickly and easily implement focused e-mail campaigns with minimal training at a frequency and cost not usually achieved when using traditional print direct mail methods. Available as on-premise software or via software as a service (SaaS) model, Epicor eMarketing gives you the flexibility to manage the platform that best fits your company.

Design Your E-mail:

The Epicor eMarketing content editor enables you to swiftly build personalized and content rich messages—without any HTML programming. The content editor allows you to quickly produce HTML e-mails and Web micro sites to drive traffic to your Web site or as a call to action.

Epicor eMarketing is fully integrated with the most popular social networks including Facebook and Twitter. The content editor contains a social media toolbar that drops a sharing widget into your e-mail design providing links to those sites.

The social media toolbar can then be used in turn by the e-mail recipient to more easily share the e-mail content with friends and colleagues. Finally, the eMarketing Facebook application provides a native sign-up application that can be added to your business page so that fans can become also become e-mail subscribers.

Deliver Your E-mail

To ensure that your message reaches the right people, Epicor eMarketing offers a highly flexible, easy-to-use Web user interface that allows you to quickly import contacts directly either through Web services, ODBC, or from flat files so you are always using the most up to-date information. Epicor eMarketing provides segmentation capabilities that allow you to filter contact data any way you want. You may use simple forms to streamline your contact list based on dozens of values in your database. Further precision can be achieved by creating customized broadcasts for various segments, such as sending a different promotion to customers with larger budgets. You can also consider results from previous campaigns when defining your segmentation. A test e-mail function is integrated with the content editor for external validation.

Epicor eMarketing is architected to leverage the benefits of the Internet and Web services. It is built on the Microsoft® .NET™ Framework which delivers new levels of accessibility and extensibility. Through the use of XML Web services, Microsoft .NET enables extensive scalability and integration capabilities. The SaaS platform uses dedicated secure servers with e-mails broadcast via the industry-leading IronPort e-mail appliance This provides the speed, scalability, and availability you would find with the on-premise version.

Epicor eMarketing helps protect and enhance your e-mail integrity. The content editor is specially designed to ensure that the content is rendered correctly on all major e-mail programs and that it produces a low SPAM score.

EPICOR®

Epicor eMarketing is integrated with AOL® and Yahoo's® feedback loops and properly handles the Gmail and Hotmail unsubscribe process. The SaaS platform can control the number of e-mails sent by domain so regardless of volume, e-mail that is delivered to Gmail and Hotmail accounts is in accordance with the applicable sending rules, thus protecting and enhancing your sending reputation. Epicor eMarketing also has DKIM (Domain Keys) built-in so that ISP's can recognize and trust your e-mail. Epicor eMarketing also manages all bounces and unsubscribe requests automatically providing you with a detailed report of who left your list and when.

The more targeted and relevant your campaign message is to your audience, the more success you will realize from your e-mail efforts.

Automating all of the delivery mechanisms is key to an effective e-mail campaign. Epicor eMarketing utilizes tools such as autoresponder messages that can be set up ahead of time and sent only if certain behavior by the e-mail recipient occurs.

Measure Your Results

Effective marketing projects are results-oriented. The ability to analyze the success of a campaign can help you plan for future campaigns. It provides immediate feedback, allowing you to track campaign activity as soon as the campaign is launched. The Epicor eMarketing subscriber report gives you the power to track customer behaviors—such as who opened an e-mail and when, how many times the e-mail was viewed, and whether the recipient visited any corresponding Web micro sites. It can also show which browser was used to open the e-mail and the viewer's geographic location.

Epicor eMarketing is integrated with Rapleaf where basic demographics like gender and age can be appended to your contact database. It also uses click scoring where embedded links in the e-mails are scored and recorded in your contact database. Use this valuable information in your next campaign to increase the relevancy of your e-mails with tailored content or to send targeted follow-on e-mails to subscribers who click on a particular topic or product link.
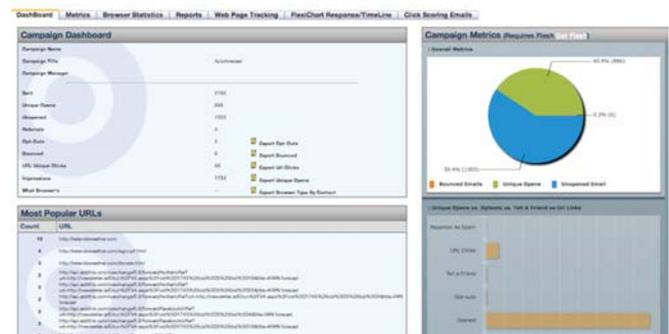
Epicor eMarketing delivers a flexible environment for tracking and measuring campaign results.

About Epicor

Epicor Software Corporation is a global leader delivering business software solutions to the manufacturing, distribution, retail, and services industries. With nearly 40 years of experience, Epicor has more than 20,000 customers in over 150 countries. Epicor solutions enable companies to drive increased efficiency and improve profitability. With a history of innovation, industry expertise and passion for excellence, Epicor inspires customers to build lastingcompetitive advantage. Epicor provides the single point of accountability that local, regional, and global businesses demand. For more information, visit www.epicor.com.

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