

Stay in Touch with Your Internet Leads and Increase Conversions

## KEY BENEFITS

- Ensures a comprehensive and steady follow up for every Internet inquiry automatically.
- No more wasted time chasing down unqualified internet leads.
- Persuasively written and designed using HTML and images.
- "Forward to a Friend" button helps generate new referrals.



## automated email



## How it works

- 1** When a website visitor hits the submit button on your form, an individualized email marketing campaign is triggered.
- 2** Each email campaign continues automatically with new emails sent at predetermined intervals.
- 3** You can adjust the message of the emails according to lead status; prospect, enrolled, start, and grads, for conversion, retention and referrals.
- 4** Access real time reporting, revealing open rates, number of forwarded emails and click thrus.

