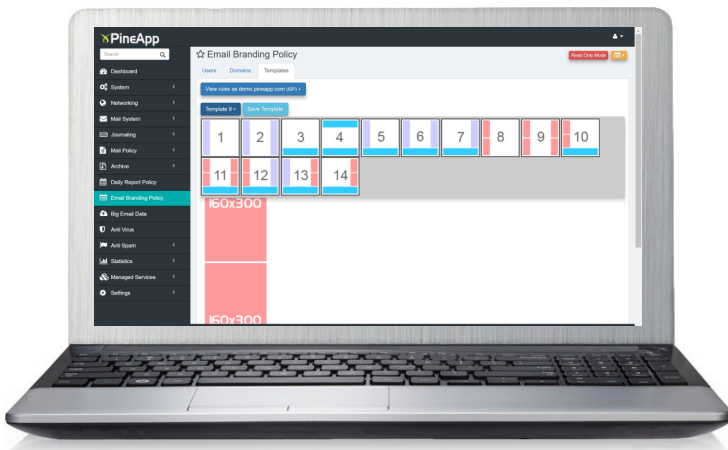


# Email Branding

BRAND SPECIFIC USER'S, OR GROUPS OF USERS', OUTBOUND EMAILS WITH A CONSISTENT MESSAGE AND LOOK



The Email Branding solution provides a number of easy to use templates

## OVERVIEW

The CYBONET Email Branding solution converts specific users' daily outbound business emails into a standardized, uniform outbound marketing campaign. Take advantage of your daily email traffic to deliver updated marketing messages, generate web traffic, and generate leads. Ensure all members of your organization that are communicating with the outside world are sending consistent emails with consistent messaging. Leverage easy to create email templates to turn business emails into a marketing tool, even using them to promote specific campaigns or landing pages; allowing your management and marketing teams to centralize the direction of lead generation activities and website traffic. Whether your organization has a new special offering, service, product line, or simply wants to 'showcase' a specific area of your business, take the opportunity to amplify a coherent message.

## HIGHLIGHTS

- **Easy to Use Templates:** Easy to set up and immediately ready to use. Users are up and running quickly
- **Branding and Consistency:** Promote branding and consistency within the organization
- **Amplify Your Marketing:** Use everyday emails to highlight specific promotions and social media updates
- **Policy Management:** Centralized management allows for automation and ease of use

## SOLUTION OVERVIEW

The total number of worldwide email accounts is expected to increase to 5.6 billion accounts by the end of 2019. During a typical workday, email represents an activity that is both central and time intensive to most professionals. Interacting with the outside world through email represents a core element of the working day and ultimately yields hundreds of emails a week. Unlike marketing emails such as newsletters and promotional mailers, this daily electronic correspondence with customers, vendors and partners can reach up to a 100% open rate. CYBONET's Email Branding solution allows companies to leverage this daily correspondence and to turn outbound daily emails into a highly customizable marketing platform.

## EASY TO USE

Organizations decide to allow individuals, groups or administrators to choose the templates and banners used for outbound emails. Once it has been determined who will be sending out 'branded' emails, the process of choosing a template and creating a design is simple and done within an easy to use interface as seen in this picture. The templates can apply banners, connect to recent content being displayed on the organization's social media accounts, and can also apply a standardized signature for all outbound emails that promotes consistency and uniformity across the company. Because 'everyday' emails are typically opened, an organization can rely on the email recipients' full attention by adding branded banners, text ads, links, and unified electronic signatures to outbound emails.

## DRIVE TRAFFIC TO YOUR WEBSITE

By enhancing a company's email communications with graphic banners, text ads, links, and electronic signatures, CYBONET Email Branding delivers focused information directly to the recipient's inbox. Companies can use this solution as another effective tool to drive traffic to their website for specific campaigns and to generate leads from existing or new customers.

## AMPLIFY YOUR MESSAGE

Whether your organization has a new special offering, service, product line, or simply wants to 'showcase' a specific area of your business, take the opportunity to amplify a coherent message and increase your social media footprint.