# What Can You Do With Email Marketing?

# Permission Based List Building

Also known as "double opt-in," this is the creation of an email list by providing a signup box for prospective email contacts and confirming their approval with a follow-up email.

# List Management

Organize, edit, segment, grow and manage a database of customer or client email contact information.

## Manage Your Email List

| Contact List Name | Tools |
|---|---|
| Free Signup List | + 🔍 🗑 |
| Listbuilder Best List | + 🔍 🗑 |
| My Test List | + 🔍 🗑 |
| BME News Letter | + 🔍 🗑 |

## Build Your Email List

**Signup Box**

Join our weekly newsletter list. Just enter your email below.

Email *
Name

Submit

## Import Your Existing Email Lists

XLS  TXT

## Clean Your List

**Contact List Activities**

- Add Contacts
- Edit
- Clean List
- Share with sub-accounts
- Merge Contacts
- Download Excel
- Webhooks

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# Rich Content Integration

The addition of graphics, audio, video and text using templates and a "drag-n-drop" editor

# Choose or Create Your Own Template

- My Email Layouts (34)
- Mobile Friendly (11) **New**
- Associations (12)
- Blank Templates (27)
- Cards (20)
- Education (16)
- Entertainment (10)
- Events & Invitations (31)
- Holiday (158)
- Industry (31)
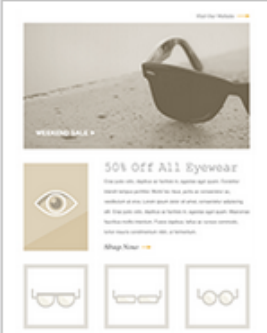- Newsletters (48)
- Press Release (4)
- Products & Promotion (46)
- Real Estate (11)
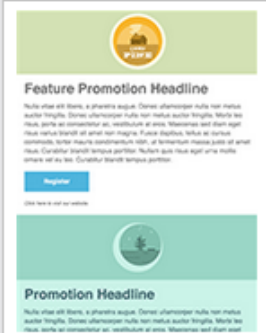
A LITTLE JOY GOES A LONG WAY

🔍 Promotion - El...

Headline
Headline
Title
Title

🔍 Travel - Promo...

50% Off All Eyewear

Shop Now »

🔍 Product Promot...

Feature Promotion Headline

Promotion Headline

🔍 Promotion - Camp

HAPPY EARTH DAY

Headline 1

Headline 2    Headline 3

🔍 Earth Day - Wo...

Owl Go Green!

Article 1    Article 2    Article 3

🔍 Eco Friendly -....

HEADLINE

🔍 Valentine - Cu...

YOUR LOGO

🔍 Newsletter - B...

WEEKLY NEWS

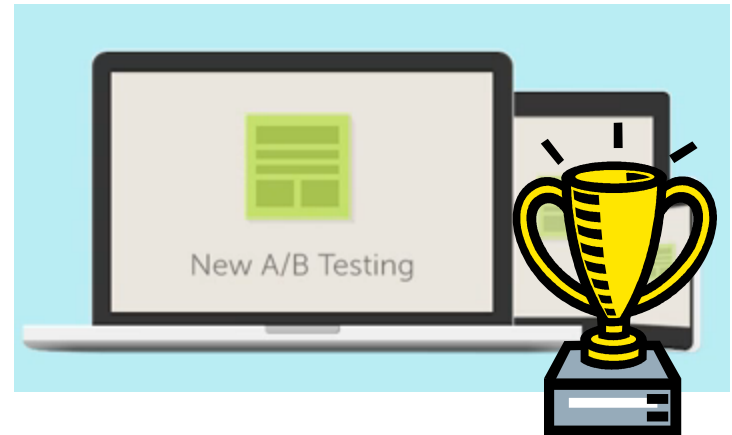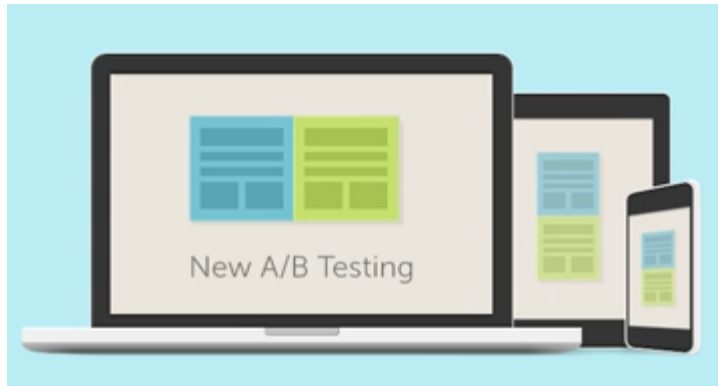Bringing The Class Back

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# Customize

# Inbox Checker
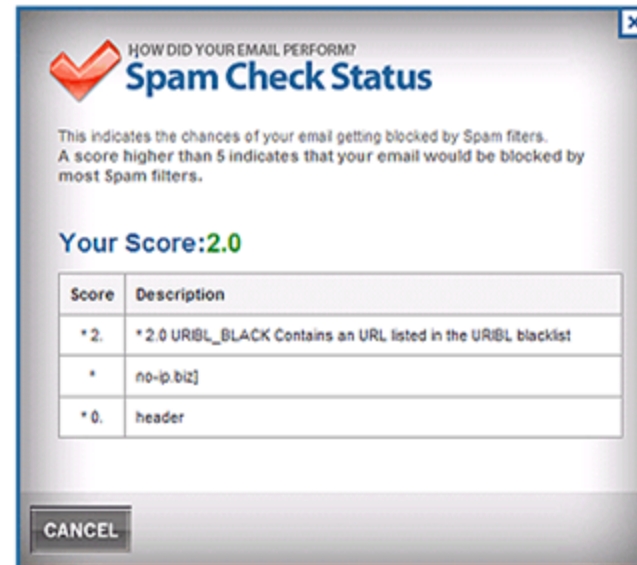
A tool that will check your email campaigns across multiple devices
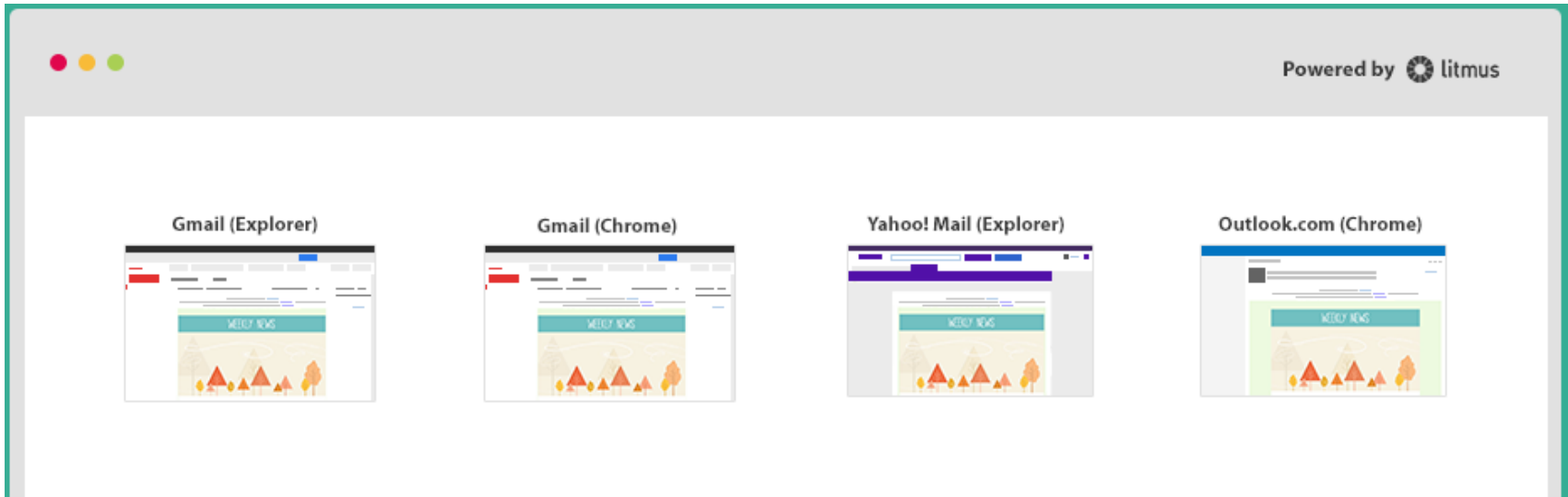
# AB Testing

Try different Subject Lines or From Names on small test groups, then send the "winner" to your rest of your list





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# Anti-Spam Check

Once you're done with your layout, click on the Spam Check button and you'll see which words and links are most likely to torpedo your delivery rate.

# Online Polls and Surveys

## Create & Send Professional Online Polls and Surveys

# Social Media Integration

Insert a Facebook Like Button into Your Emails

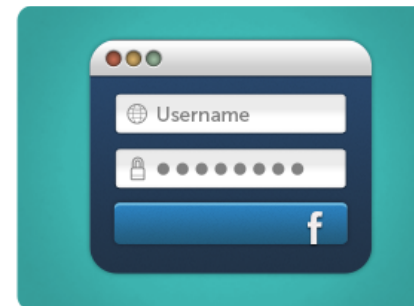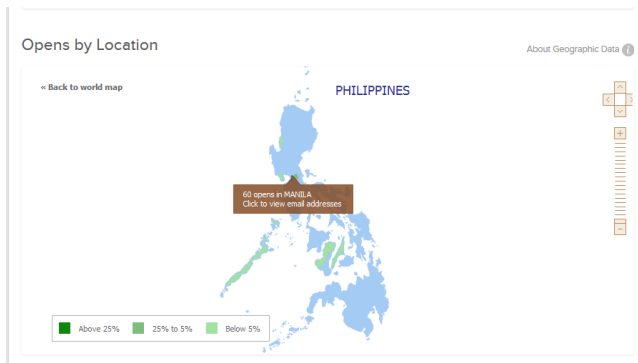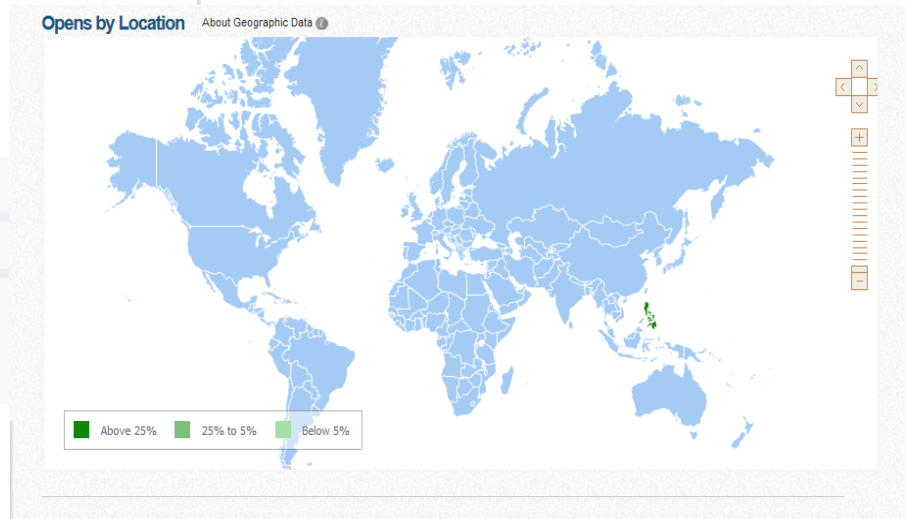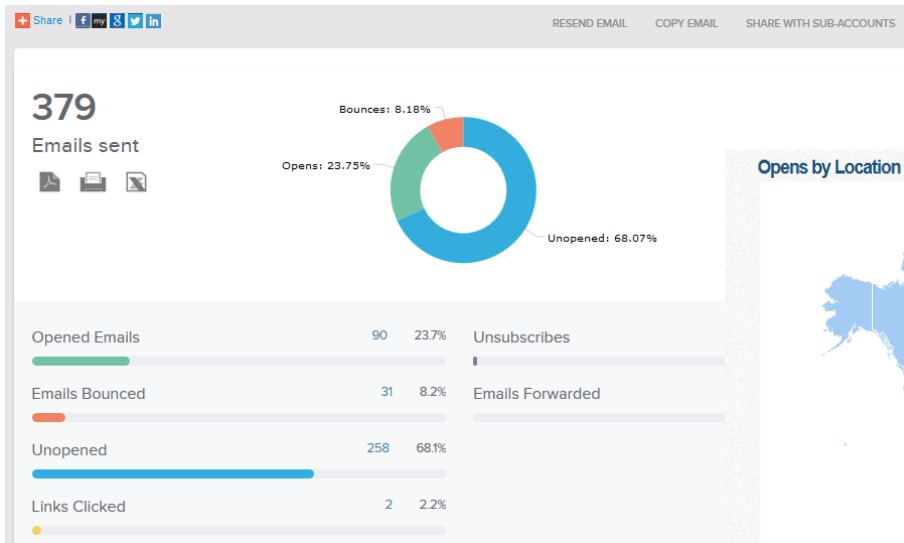Add Twitter, Facebook and LinkedIn Buttons to Your Emails

Add a Newsletter Signup Form to Your Facebook Page

# Check Reports

Track your email campaigns, at what rates they were opened and which emails were "bounced" as undeliverable to bad addresses.

# Custom Autoresponders

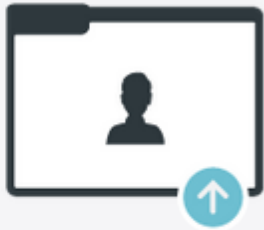**Schedule Sequence of Emails that Send Automatically**

**Send Automatic Birthday Emails**
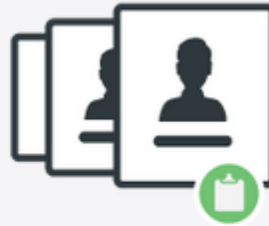
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# CRM Integration

# Options To Add Contacts

Select option to add contacts

**Import Contacts from a File**
Upload .xls, .csv, .txt files from your computer. You can also import contacts from **Salesforce** or import an address book from your **Gmail** accounts.

**Copy & Paste Contacts**
If you have a document that contains a lot of email addresses, you can use this option to add them. Just copy and paste them in.

**Add Individual Contacts**
Fill in all the details of your contacts with this option and add them one by one.

Save & Add Contacts

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# Zoho Integration

Contacts are sent to an email list of your choosing and can be set up easily in your Benchmark dashboard.

# Confirmation

Thank you for abiding by our Anti-Spam Policy. You declared your list Permission-based on May 20, 2014.

Contact List Name    May 19 2014 List 1

Connection to your Zoho account was successful.

Import List

Import Contacts from



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# Gmail Integration

This will allow you to upload your Gmail contacts to Benchmark Email

Connection to your Gmail account was successful.

Please select a data label for each drop-box. You will find the first 10 records of your data under each drop-box. You must make a selection for each drop-box.

| Email Address ▾ | First Name ▾ | Last Name ▾ | Ignore ▾ | Ignore ▾ | Ignore |
|---|---|---|---|---|---|
| Email | FirstName | LastName | Title | Organization | WorkAddress |
| | Jen | - | | | |
| | Hossein | Esmaeil | | Alpha Marine Trd. | |
| | Madie | Durano | | | Philippines |
| | Etchie | Eje | | | |
| | Vinitha | D'Silva | | Crowne Plaza | |
| | Pog | Durano | | | |

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# Google Docs Integration

Spreadsheets, documents and data collected from Google Surveys created in your Google account can now be incorporated into your email lists with this Benchmark Email integration.

# Contact Us For Assistance!

📞 +63 (2) 577-3347 | +63 (2) 849-3468

🏠 28th Floor, Tower 2, The Enterprise Centre
6766 Ayala Avenue Corner Paseo de Roxas
Makati City, Philippines 1226

**www.BenchmarkEmail.com**

**BenchmarkPhilippines**

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