



Knowledge Marketing's Integrated Marketing Platform Delivers:

- ▶ Customer Lifecycle Marketing
- ▶ Centralized Data Technology
- ▶ Turnkey Email Marketing
- ▶ Direct Marketing Services
- ▶ Search Engine Marketing
- ▶ Publishing & Direct Mail Services

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## ECN

ECN, The Enterprise Communication Network, is a powerful set of Internet Marketing Tools designed to create and maintain valuable 1 to 1 relationships with all of your customers. ECN is uniquely designed to help grow your business through Web and Email based marketing and communications. Publish online content and digital editions, deliver personalized Email marketing, and collect valuable information to focus your message and increase profitability.

## ECN Communicator Specs

ECN Communicator is a simple tool to empower companies to create professional Email messages without HTML knowledge. We offer responsible opt-in Email marketing that allows you to identify, target and reach your audience. Gain immediate and measurable results that provide insight to customer interests and activities with in-depth reporting and tracking. Complete Email Management System Features Include:

- ◆ Real-time click-thru and open rate tracking
- ◆ Real-time bounce and unsubscribe tracking
- ◆ Trigger Email toolset
- ◆ Configurable opt-in and double opt-in utilities
- ◆ Embedded Forward to a Friend tool (Viral Marketing)
- ◆ Profile Update forms, online data collection (smartForms™)
- ◆ Up to 3 unique users
- ◆ Email Personalization via mail merge
- ◆ Content Library (storage for up to 200 images/files)
- ◆ Database Storage up to 10MB total disk space
- ◆ Up to 1000 groups (mailing lists)
- ◆ Customizable demographics and filtering, up to 100 attributes
- ◆ Six (6) Standard content layout options
- ◆ Three (3) Customizable Email templates within the ECN content manager
- ◆ Data upload and download utilities
- ◆ Online scheduling interface
- ◆ Campaign and reporting capabilities, Visual Message Report
- ◆ Reply handling
- ◆ NEW Multi-Group Option
- ◆ Detailed Activity Log
- ◆ Built in WYSIWYG & HTML editor
- ◆ Distribution (A/B) Groups for split testing
- ◆ Email Profile Notes
- ◆ Hosting & Server Management & Maintenance—May also include hosting of Digital Editions and Digital Publications

## ECN Collector Specs

ECN Collector is a powerful, secure Web based survey management system that allows you to build and manage surveys online.

Improve response rates and increase revenue through custom surveys with professional data collection, and analysis with real time online reports. You can even download statistics into excel for easy analysis.

## ECN Creator Specs

ECN Creator is an online content management tool that allows you to create dynamic landing pages for promotion and targeted messages in minutes. This tool allows for creation of content/web pages without having knowledge of HTML. It's user interface and WYSIWYG content editor is easy to use, even for the most novice user. Updates and changes can be made quickly and easily, pages can be added or deleted with the click of a button, and existing graphics and headers can be easily imported to maintain your brand image.

## FREE Setup & Training

Introduce team and services as well as establishment of expectations, program objectives and develop of transition plan if needed. Initial campaign launch guidance and post campaign review and recommendations are also provided.

## FREE Email & Telephone Support

Two (2) hours per month of support service. Email Support available from 7 AM to 6 PM CST. Telephone Support available from 8 AM to 5 PM CST.

## Creative Template Design Services

### **ADDITIONAL OPTIONS OUTLINED AS FOLLOWS:**

Creative Design Services managed by Knowledge Marketing Graphic Designers to include:

- ◆ Design one custom header and footer based on client branding guidelines.
- ◆ Convert design to wireframe template in ECN for client to reuse format on future campaigns.
- ◆ Client to add images/text into ECN template (KM can add client assets to the design for an additional fee)

Typical campaign services outlined above is comprised of 3.5 hrs of work provided by staff. We expect the majority of campaigns to fall within these parameters.

However, a campaign may include more testing or formatting changes. For these instances, time spent on each campaign will be tracked by staff.

## Email & Design Services

Basic service includes Complete Email Management:

- ◆ Mailing list upload, message/template upload, schedule and delivery.
- ◆ HTML message, auto default to Text message, and /or AOL version.
- ◆ Targeted mailings according to client specified demographics/filters.
- ◆ Populate campaign with image and text provided by client.
- ◆ Testing

Client to provide the following:

- ◆ Finished HTML files with embedded links.
- ◆ Mailing List(s), unsubscribe list, suppression list
- ◆ From line, Address, Reply to address, Subject line
- ◆ Scheduled blast date.

HTML and Text (images and copy) to be provided by client at least 2 business days in advance of mailing delivery requirement. Typical services outlined above is comprised of 6 hrs of work provided by staff. We expect the majority of campaigns to fall within these parameters. However, a campaign may include more testing or formatting changes. For these instances, time spent on each campaign will be tracked by staff.

## Dynamic Content

Deliver content and/or offers based on various profile data. Allows a filter to separate content and to substitute pieces of information within the body of email to be targeted for different audience or customer groups.

## Digital Edition Services for Online Catalogs, Weekly Ads, Flyers or Specials

Conversion of Files and/or Links within current catalog to enable online viewing options to include:

- ◆ Thumbnails
- ◆ Page Viewing Options
- ◆ Search Capabilities
- ◆ Enlarges Pages & Images
- ◆ Ability to follow customer purchase conversions to the retail stores
- ◆ Detailed tracking and reporting
- ◆ Integration
- ◆ Link collateral to correlate with monthly email promotion

## Deliverability Services

Advanced Service to ensure deliverability:

- ◆ Unique IP Address Assignment
- ◆ SPF Setup and Support
- ◆ Deliverability Report by ISP
- ◆ Daily, Pro Active Delivery Monitoring
- ◆ IP White Listing services – AOL, Yahoo, MSN
- ◆ ISP Specific Message Throttling
- ◆ SMTP Log File and Analysis
- ◆ Abuse Complaint Processing Loop w/ AOL & MSN

## Database Management (ECN Data Export)

Automated process setup that will export ECN Profile information.

- ◆ The engines will look for the ECN transaction data (SENDS/OPENS/CLICKS/FORWARDS etc.,) for the previous day & will upload data as tab-delimited .TXT file.
- ◆ This file will have the ECN transactional data along with their Profile Information.
- ◆ Client advise transaction data required (opens, clicks, unsubscribes, etc.

## FTP Data Management (ECN Data Import)

Automated FTP option to ensure data in ECN is synchronized with data in clients' internal database.

- ◆ Third party email Profiles & transactional data can be uploaded to the KM hosted FTP location and make the data available for a file import and update (XLS, CSV, TXT, XML)
- ◆ ECN Download Engines, on a pre-determined interval (hourly, nightly, weekly) will Import the files to import in to client's ECN database.
- ◆ The engines will determine if the Data already exists & will update / insert accordingly. These include email profiles, opt-out / opt-in information & also the profile Transactional info for example e-commerce sales info.
- ◆ KM provides file structure with column headers.
- ◆ Client completes data file (identify which column headers client needs) & upload to designated FTP directory.
- ◆ Client advises frequency and group.
- ◆ KM provides File Structure with column headers.
- ◆ Client provides completed data file (with column header selection)

## Streaming Video

Streaming Video allows the customer to view a video of your product, event, or campaign within an email. Can be designed with a series of still shots in to a video, or by using a recorded video presentation. Very effective means of reaching your audience and holding their attention. Get more traffic and click-throughs of your website by leveraging the power of video across the Internet.

## Search Engine Marketing Services

Knowledge Marketing's Search Engine program is a pay-for-performance program. It targets specific keywords to your website to drive results. You only pay for keywords when a visitor clicks through to your site, you do not pay for impressions like many other advertising mediums.

Reaching almost 92% of all Internet users, our partnerships with Yahoo, MSN and Google Network include: Yahoo, MSN, Google, Lycos, AOL, Netscape, Business.com, and others display keywords/phrases prominently on the first page of their own search results. We can position your company on the major search engine networks and will list you on the top 3 of these search engines.

## Professional Services

Client requests for the following (outside the scope of normal application support) can be fulfilled at discretion if Client provides prior authorization for such payment in writing:

- ◆ Custom Technology Development
- ◆ Creative Services
- ◆ Professional services
- ◆ Consulting, Best Practices Seminars, Program Development, Program Audits, Deliverability Audits

## Website Design & Hosting

First impressions are lasting impressions. Let our fanatical web designers work with you to create the website you always wanted and needed. If you are in need of "sprucing up" your existing website, we can assist you as well. Our expertise in web design provides your visitor with a rich experience and lasting impression of your business and products. Web hosting services are also available.