

### **How do I send a newsletter to our customers**

`$(function(){ $("".Box").css("display","none"); });` LexiConn offers three options for managing newsletters and bulk emails to your customers:

#### **1. LexiConn's ShopSite Email Marketing Module**

A full-service mailing service hosted on LexiConn's servers. You can sign up and send up to 2,000 emails per month for no charge, and very reasonable pricing for higher volume mailings. Features include:

- " Built-in campaign editor for personalized email campaigns
- " Send html, text, or multipart emails
- " Create multiple lists for different categories
- " Schedule sending right away or in the future
- " Complete statistics and reporting
- " Autoresponder system to send automated follow-ups
- " One click unsubscribe, auto bounce handling
- " Tell a friend marketing

More information of Features and Pricing for LexiConn's Email Marketing Module can be found at:

[http://www.lexiconn.com/services/mailling\\_list.html](http://www.lexiconn.com/services/mailling_list.html)

#### **2. ez.newsletter's ShopSite Customer Management Module**

A full-service, third-party mailing list program offered by a LexiConn partner offering a free thirty-day trial when you sign up through LexiConn. Features include:

- " Free module and setup: LexiConn clients receive this module absolutely FREE!
- " Automated email list building: capture customer contact information during checkout.
- " Flexible sales tracking and comparison: track total sales generated by each newsletter for all products, not just products advertised in the newsletter.
- " Accurate, detailed sales reporting and comparisons: view sales trends for your email marketing campaigns and compare with all store sales.
- " Automated report delivery: get sales reports delivered right to your inbox on a daily basis.
- " Flexible sorting and filtering: filter customers by order history and/or demographics into specialized email lists for use with targeted campaigns.
- " Referral management: provide one-time promotions in exchange for referrals, and grow your marketing power.
- " Seamless functionality: quickly and easily create and send e-newsletters, build and add surveys, create, update, and use email lists; schedule delivery of your newsletter; get regular reports on sales and survey results, and more!

Features and Pricing information for ez.newsletter's Email Marketing Module can be found at:

<http://www.lexiconn.com/services/eznewsletter.html>

#### **3. ConstantContact**

A very well-know, full-featured, third-party mailing list program offered by a LexiConn partner featuring a free 60-day trial if you sign up through LexiConn.

Features and Pricing information for ez.newsletter's Email Marketing Module can be found at:

<http://www.lexiconn.com/constantcontact/>

<https://support.lexiconn.com/kb/questions/270/>