

The GLM Communicator

Getting the results you need from email marketing.

The ultimate aim of any business or organization is to build a strong and long-lasting relationship with your customers and visitors to your Web site. The new GLM Communicator puts you in control of your strategic email marketing campaigns and provides the comprehensive reporting mechanisms you need to measure success from each campaign.

Capture Qualified Leads

It's a fact: qualified email marketing leads are priceless. The GLM Communicator helps you qualify and manage new and existing leads:

- **Double Opt-In** – New visitors will receive a “double opt-in” email message to properly verify their address and provide them with information on how to ensure that your newsletters make it through their personal Spam filtering.
- **No Duplicates** – Contacts are stored by email address, so there will never be duplicate contacts in the GLM Communicator and visitors will never receive annoying duplicate newsletters.
- **Import and Export** – Merge all your customer contacts from multiple lists into a common powerful marketing tool. The GLM Communicator accepts standard CSV and Tab delimited lists for import and can export contact lists in a form usable by other database and spreadsheet software.

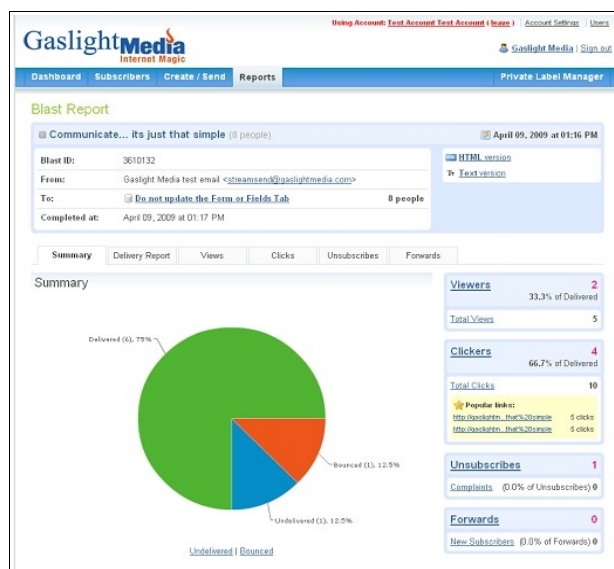
Generate Custom Email Campaigns

The GLM Communicator puts you in charge of your contacts and email newsletters:

- **Privately branded newsletters** – Only your name appears on your newsletters, not ours. The GLM Communicator lets you customize your newsletter to match the appearance of your Web site and printed materials.
- **E-Newsletter Templates** – Choose from a selection of professional HTML email templates, get started by copying the appearance of an existing Web page, or roll your own newsletter from scratch.
- **Targeted Campaigns** - Email your custom newsletters to specific groups of contacts or all contacts at once using custom contact filters.
- **E-Mail Triggers** - Send appropriate email messages to your subscribers automatically based on criteria you specify. Triggers can do things like send a welcome e-mail when someone subscribes or a greeting on their birthday or anniversary.
- **“CAN-SPAM” Act Compliance** - Automated opt-in/out features ensure that your newsletter campaigns comply with requirements of the CAN-SPAM act, which protects both you and your customers. The easy Opt-out link in each newsletter offers quick and automatic removal from your database.

See the Results

- Analyze your email campaign results with in-depth reporting and tracking. Know how many emails were delivered, bounced, and viewed and how many people clicked-through to your Web site, or forwarded your newsletter to a friend.
- Get email and subscriber activity reports in detail or at a glance. The GLM Communicator even lets you view activity in real time as the newsletters are being sent.
- Know who's reading your newsletter, who's forwarding it, the links they're visiting, who's subscribing and unsubscribing, and how many new subscribers each email campaign has generated.
- Integrate Google Analytics into your email campaigns to see where users receiving your newsletters go in your Web site.



Pricing

Pricing for the GLM Communicator is based on the volume of emails you send each month, putting you in direct control of your monthly newsletter costs. If you don't send any newsletters in a particular month, there is no charge for that month. There are also no fees for collecting and managing contact lists, or monthly charge for storage. You only pay for the what you send.

Volume	Price Per Month
5,000	\$30
10,000	\$50
25,000	\$100
50,000	\$175
100,000	\$250
250,000	\$400
<i>Large volume plans (500,000+) are also available.</i>	

A one time setup fee of \$250 includes one custom template, import of current contacts in an existing GLM Contact database and an administration account for the GLM Communicator.

Need help creating a Newsletter Campaign? Gaslight Media can help you design and create the right newsletter and campaign for your business or organization.