



IM-Pro System

The Next Generation in Internet Marketing

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1. Overview

The "IM Pro System"

Forumline Consulting and Global Interactive Learning (GIL) have developed an online, step-by-step system (the "IM-Pro System") which will allow users to successfully implement IM-Pro email marketing using a simple to follow and effective methodology.

The **IM-Pro System** is an online planning/tutorial system and includes aspects of:

- Database: Basic Management and Segmentation guidance
- Campaign Planning and analysis
- IM Pro: List Management guidance
- IM Pro: Copywriting tips
- IM Pro: Statistical Analysis

IM-Pro is a professionally hosted, multi-user email marketing service that utilises the power and spread of the Internet to give your marketing wider coverage at lower cost. IM Pro is simple to use and your business has all of the necessary skills to use it and achieve outstanding results. No IT skills or resources are required.

However its scope has widened to include the various communication objectives found in "Business Centric" (B2B) and "Consumer Centric) (B2C) communications.

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There are FOUR main functions within the IM Pro email service:

<p style="text-align: center;">MAIL LIST MANAGEMENT</p> <p>This allows you to segment, create and manage separate Mail Lists containing email address information that allows you to better target your marketing for maximum results. You can create and maintain many Mail Lists with hundreds of email addresses in each.</p>	<p style="text-align: center;">STATISTICS</p> <p>This is a key feature of <i>IM-Pro</i>. Statistics are recorded and kept for all emails you send, the number opened, who opened and how many times. With this information you are able to improve your marketing communication pieces and better target your marketing to get higher sales results.</p>
<p style="text-align: center;">LETTER MANAGEMENT</p> <p>Create a wide range of professional marketing and communication email letters to be sent to your target Markets.</p> <p>These are in fact web pages that replace normal text emails. By 'linking' these pages together you create virtual websites within the emails so you've got the chance to tell a more complete story.</p>	<p style="text-align: center;">SEND EMAILS</p> <p>IM-pro personalises each email with recipient's name, which does produce better results. It also handles bulk email so you can run large and ongoing marketing campaigns to large databases</p>



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2. IM-Pro Features and Benefits

IM-Pro email is extremely rich in features that are designed to assist businesses and organisations to achieve significant benefits.

The main features and benefits of the services are...

Feature:	IM-Pro is an Internet Hosted Service
Details:	24 hour per day usage from anywhere in the world
Benefit:	Having control of your marketing and responding quickly to market changes will give you more sales and competitive edge
Feature:	Fully Supported System
Details:	All technical support is provided behind the scenes
Benefit:	You can focus on marketing and increasing sales rather than worrying about software and IT issues
Feature:	Segment and target your marketing
Details:	Use Mail Lists to segment your target markets so you can design targeted and effective campaigns for each market
Benefit:	You will get more sales and profits through effective targeting
Feature:	Create your own professional Letters and Ads from customised or standard templates
Details:	Quickly and easily create professional advertisements, sales and communication without IT Programmers and advertising companies
Benefit:	You can make changes in minutes and so be more responsive in your campaigns. Will cut your costs and at the same time improve sales results
Feature:	Automatic personalisation of Letters and Ads
Details:	The Editor allows you to add in personalisation such as customers name to make your Letters and Ads more personalised
Benefit:	Increased impact on the recipient will lead to better sales results
Feature:	Perform effective mass marketing at low cost
Details:	Up to 60,000 email messages per year. Very low rate for messages in excess of 60,000 per year: USD0.01 per email, billed annually. This allows you to communicate more frequently with customers and reach more prospects within a given budget.
Benefit:	Will create more sales at nominal cost and so increase profits and Return On Investment.

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Feature: Capture marketing statistics automatically

Details: Statistics captured include email open rate and read rate by Mail List, Email and Batch.

Benefit: Information provided allows you to immediately refine your campaigns to maximise sales and profits

Feature: Build Virtual Website for marketing campaigns

Details: By creating multiple Email Letters that can be linked together and viewed by click through, you can create a virtual website for any campaign

Benefit: A more informative campaign will bring greater sales. As well website programming costs can be cut

Feature: Import large volume Mail Lists

Details: Allows you to import large volume Mail Lists from other sources

Benefit: Allows you to build and manage large lists that will bring better results

Feature: Export Statistics to other programs

Details: Campaign, Mail List and Letter Statistics can be exported to you PC for use in other applications to give you more in depth analysis and reporting

Benefit: Allows you to make strategic decisions about your campaigns in order to improve them and get better financial results

Feature: Automatic "Unsubscribe" process

Details: Should an "opt-in" customer or prospect want to be removed from your Mail List they can initiate an automatic process

Benefit: Reduces your workload

⇒ **If you are currently using Outlook Express, here is why the IM Pro System will provide your business more sales:**

Feature	IM-Pro	Outlook Express	How It Gets You MORE Business
Personalisation in Subject Line: Ability to include Recipient's Name in the Subject Line	Yes	No	Personalising the Subject Line will increase Open Rates by up to 30%. The more emails opened the more sales you will get.
Personalisation in Email: Ability to include Recipient's Name anywhere in the page emailed	Yes	No	By personalising the email the recipient will feel that you are treating them personally which will result in a greater response and more sales than a mass produced Outlook express email

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Feature	IM-Pro	Outlook Express	How It Gets You MORE Business
<p>Multiple Web Style Pages:</p> <p>Can link together multiple pages to create a multi page brochure that gives more information</p>	Yes	No	<p>By creating multi pages and linking them in IM-Pro you can send more information. In fact it's like a multi page brochure and gives greater opportunity to sell.</p> <p>People make decision to travel based on a lot on information. A single page such as in Outlook Express does not give enough information</p> <p>Multi pages result in more sales</p>
<p>Open Rate Tracking:</p> <p>Tracks and reports on who opens the email and how often</p>	Yes	No	<p>Perhaps the most important feature of all. It allows you to telemarket those people interested in your product so a sale can be made.</p> <p>Following up interested people can increase sales by up to 50%</p> <p>Also tell show good your subject line is so you can improve it to get even higher open rates</p>
<p>Click Through Tracking:</p> <p>Tracks and reports on who opens the email and how often</p>	Yes	No	<p>Tells you what subjects / tours etc people are interested in so you can focus your marketing on what people will buy.</p> <p>Will get more sales</p>
<p>Large Email Send Volume:</p>	Yes	No	<p>You need to be able to send out large volumes of emails quickly, particularly when there is a deadline on the purchase.</p> <p>Greater volume reflects in greater sales.</p> <p>Also, 25+ recipients in Outlook Express is often considered as SPAM. IM Pro sends all emails individually to overcome this problem.</p>
<p>HTML Quality Emails</p>	Yes	Yes	<p>The major benefit with IM Pro is the ability to create HTML quality content without having to know HTML! The built-in editor allows you to create high quality emails with knowledge of Word and PowerPoint only.</p>

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Feature	IM-Pro	Outlook Express	How It Gets You MORE Business
Small Size of Emails	Yes	No	<p>With IM Pro, all images and documents are physically stored in our servers so they are not sent with the email, but linked back to the server. This can reduce the email size by up to 80%!</p> <p>The smaller the size of the email file, the better the chance that the addressee will receive it.</p>
User Defined Data Fields IM-Pro allows you to add your own fields to the database to track client information	Yes	No	Allows better analysis and information for decision making
Searching Database You can search your whole database based on matching entries in any field	Yes	No	Quickly finds particular email entries when you need to inquire or make changes and so saves time
SMS Capability To be released shortly	Yes	No	Advising Clients of Promotions and closing dates by SMS can increase sale and advising them of last minute itinerary changes improves client service

3. IM-Pro Multi User Function

As well as the IM-Pro single user version, if you have the need for multiple users within your organisation, each user can have their own Business ID and password which will ensure that Mail List information is kept confidential whilst being able to 'share' common email pages between the users, which will save time and effort. In addition, the organisation can keep track of the statistics reporting of each individual user for control purposes. Please enquire via email meraj_huda@forumline.com for more details.

4. What's Included in Your Subscription Fee

IM-Pro is a fraction of the cost of comparable services and included in the yearly service fee is....

Single User IM-Pro Account

- 1 full years 24 hour worldwide service
- Send up to 60,000 email messages per year FREE of charge. A small surcharge applies to additional messages (USD0.01 per email, billed annually).
- 24 Hour turnaround Help Desk support
- On line Tutorials: Exclusive access to the online IM Pro Business System

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- New features as and when available

Investment

An Annual Subscription of **USD1,100.00 net**, and then a tiered per-email cost: A small surcharge applies to additional messages: USD0.01 per email, billed annually. For email volumes which exceed 60,000 emails, we will be pleased to provide a customised rate on request.

5. How to Get Started

Step 1 – Register As An IM-Pro User

All you need is a PC with Internet Connection and your existing Customer Database to get started. Make your payment to forumline Consulting for the first year subscription and then receive your Business ID and password.

Step 2 – Attend Our Training / Workshop Session

Have the relevant personnel attend our IM-Pro Training / Workshop session. Your team already has the necessary skills to master IM-Pro and simply require some familiarisation.

Step 3 – Launch Your Email Marketing Campaigns

You can be in a position to launch the first of your Internet marketing campaigns within days to take advantage of this additional marketing strategy.

To sign-up, call or email us at:

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