

# eMarketing Solutions

## Environmentally-friendly, branded connection tools

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PRODUCT  
SHEETS

Paper and printing are costly and wasteful but they provide a brilliant, colorful presentation of your brand and images. YourMembership.com provides you and your organization with user-friendly e-marketing tools that will help advance your mission, save printing and mailing costs and cut-down/eliminate paper marketing. With YourMembership.com's complete online member community, you can:

- Email and message by multi-criteria directory search
- Select from pre-defined newsletter templates
- Create/save your own custom templates
- Manage email opt-out process
- Send rich text, HTML or plain text emails
- View reports and tracking stats
- Schedule future mailings
- Include macros for personalized email
- Attach files, documents and media

In addition to paperless solutions, YourMembership.com provides helpful CRM tools in Touch Logs and Reminders. Touch Logs allow you to track and manage communication among your staff and members. Think of this as back-to-basics marketing feature. Plus, Reminders enable you and your staff to schedule future contacts with your members, and be alerted as to when it's time to reach out again.

YourMembership.com also sends your bulk emails to each receiver individually (instead of all at once), so there is less likelihood of your precious communication ending up in someone's spam folder. You can also easily customize your emails and e-newsletters with your branding, logos and design so that they are easily recognizable to your members and have that distinctly, polished look that you are known for.

Going paperless does not mean you have to sacrifice style and with our WYSIWYG composition tool, you will have a perfectly designed piece without the designer price tag (or knowledge required).