

Linda OHara

From: Living Naturally [WGService@LivingNaturally.com]
Sent: Thursday, May 28, 2009 6:12 AM
To: Linda O'Hara
Subject: New Email Library & Upgraded Set-Up Wizard Coming Soon

Living Naturally

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WebGenius™
 Customer Bulletin



Get Ready for Our New Email Campaign System

Dear Linda,

We are pleased to announce the launch of our new Email Library and upgraded Email Campaign System scheduled for June. This new system retains the best features and functions from our old system, gives retailers a number of their requested improvements and adds an entire pre-populated, on-demand email promotion library.

We are sending this advance notice because your old Email Campaign function will be replaced with this new module. We want to make sure you are fully informed and ready for this change. We will update you during the second week of June on our schedule and also give you 24 hour notice before we go live with the new module. We are also working on a User Guide that you can use to help learn about the new Wizard.

These new features and functions are part of our year long email campaign upgrades. In addition, we've been working on white-listing

New Features & Benefits

- The NEW **Set-Up Wizard** reduces the number of clicks and steps and gives retailers features they've requested including editable campaign titles, subject, From display, From email and Reply To email all on one page. The simple section pick function allows easy immediate editing without clicking through multiple screens.
- The NEW **Early Preview** feature lets you view your content and changes BEFORE the last step in the Wizard.
- The NEW **Scheduling Feature** lets you set up and test your campaign, then schedule the time and date you want your real campaign to be distributed.
- Based on customer requests, the popular Store Newsletter Template has been upgraded to include:
 - o **Changeable store logos**, pre-loaded and customized for fit and display.
 - o **Changeable campaign header images**, sized to fit the full width of the campaign, including the ability to load new images on the fly.

and email set ups to improve deliverability and read rates. We will include additional information on this in the upcoming User Guide and plan to offer a Webinar later in the Summer.

So stay tuned for more information coming your way in the next few weeks as we count down toward the launch of our new Email Campaign System and Library. **In the meantime, if you have any questions or would like to schedule a post-launch training session, please contact Support@LivingNaturally.com.**

- We've added an entirely NEW **On-Demand Email Promotion Library**. Chock full of email campaigns complete with pre-populated, educational health, brand and product content approved by participating manufactures, your library will grow every month and includes these easy to use functions:
 - o Preview, Edit and Send function.
 - o Pre-set links back to your website product promotion content.
 - o Customizable Store Message area complete with content editor.
 - o New campaigns will be added every month.

We've also included the popular Blank Template and the familiar Campaign Archive and Status grid. In one glance you can see every email campaign you have sent along with any email campaigns Living Naturally has sent on your behalf, including our monthly Opt-In Newsletter and Health-E-Savers coupon campaigns. You'll be able to filter your archive by Status and search for campaigns by Title, duplicate and resend, or look up your Read Receipts and Un-subscribes.

Tel: 1-800-360-2231

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