

Linda OHara

From: Living Naturally [WGService@LivingNaturally.com]
Sent: Thursday, June 18, 2009 12:32 PM
To: Linda O'Hara
Subject: New Email Library Launches Next Week; Be Eligible to Win an iPod

Living Naturally

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 Parkway, Suite 301
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 Tel: 1-800-360-2231

WebGenius™
 Customer Bulletin

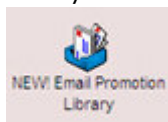


Send Email Promotions & Be Eligible to Win!

Dear Linda,

It's here! Next week we are launching our new Email Library and upgraded email campaign system. **We plan to launch the application early morning on Wednesday, June 24.** Your Web Genius Console home page will show a new announcement the day we go live.

As you may know from our email notice last month, the new system retains the best features and functions of the old system, adds several improvements requested by retailers and provides you with an entire on-demand email promotion library.



If you didn't see last month's [email about the new features and benefits, we've loaded it onto the web.](#)

And there's more! Stay tuned for

Use Our New On-Demand Email Library and Be Entered to Win!

We're so excited about the new email promotion library, we want you to be among the first to use it and give us feedback. **The first 200 customers who select one of the pre-populated Email Promotions and send it to their customers will be entered to win a 8GB iPod Touch (1,750 songs, 10 hours of video!).**



We'll track all the email promotions that are sent, run an analysis and send everyone a report on conversion rates: how many Reads and how many Click-thru's to participating stores' websites.

We'll have 10 promotions from 10 different brands loaded on the day we go live. All of these will be directly connected to your

information about our [new monthly opt-in Healthy Newsletters design](#) and our new Promotion Opt-in newsletter that will let you promote products on your website with one click. You'll love how it drives more traffic to your website and to your store.

Promotions Manager, your product catalogs if you have one, and to all of the landing page content on your website. We'll be adding many more during July and each month thereafter.

So get ready to promote your store and be eligible to win a new iPod Touch!

Tel: 1-800-360-2231

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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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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** let's you set up and test your campaign, then schedule the time and date your 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.

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