



# Online Marketing:

## Boost campaigns using Mailertz™

Elertz Ltd  
David St. Clair  
7/11/2007

# Contents

---

## Table of Contents

- Mailertz.....3
- Getting the message through .....3
- Mailertz as an alternative .....3
- In a nutshell.....3
- Capabilities ..... 4
- No payload = No problems..... 4
- Easy to use .....5
- What do I send? .....5
- Make it personal .....5
- Where do I send it?..... 6



## Overview

---

### Mailertz

E-mail is a fantastic tool; everyday billions of emails are sent carrying messages to recipients all over the globe. E-mail is cheap, simple and accessible to the masses. With all of this in mind e-mail is the perfect marketing and communications tool. Or is it? The following whitepaper explains why you should consider Mailertz as a compliment or replacement to your e-mail marketing campaigns.

### Getting the message through

Nowadays an e-mail has a hard time getting to its destination; it has to get through junk and spam mail filters and is by no means guaranteed to be delivered. Any attachments have to get past anti virus quarantines, emails can get blocked by over zealous or poorly configured profanity filters and if the mail does get into the recipients inbox there is no guarantee that images and rich media will be intact. And finally of course, your message is competing with a lot of other messages for the reader's attention.

### Mailertz as an alternative

Mailertz utilizes Elertz technology to address the traditional problems of mail delivery. When using Mailertz your messages won't be labeled as spam, they won't be mistaken for a virus and since Mailertz messages are specifically requested by the recipient they are less likely to be ignored than normal e-mail messages.

### In a nutshell

Mailertz offers:

- 100% delivered message
- 90%+ open rates
- Fully traceable messaging
- Has no attachment file size or type limitations
- Messages can be loaded with rich media
- Is spam proof
- Is virus proof

## How Mailertz works

---

### Capabilities

Mailertz, like email, is capable of delivering personalised rich media messages; however unlike e-mail Mailertz employs the patented elertz broadcast alerting system. This system takes your message and posts it on your virtual bulletin board and then lets all of your recipients know about immediately by sending them an elertz notification message. This elertz will carry a link back to your message which the recipients will follow and then read your message on the virtual bulletin board.

### No payload = No problems

Since this elertz will only carry a summary heading of the message (defined by you) and a link back to your posted message and not your actual entire e-mail with its text, attachments and other valuable payload items you won't be subject to the problems associated with traditional e-mail delivery.

### No more queues

Anyone familiar with the technical side of traditional e-mail will know that e-mails are sent out one at a time, by a queuing process known as spooling. This means when using traditional e-mail if you have 30 thousand recipients of one mail message the 1st person in your address book is likely to receive the mail message a lot sooner than the person who is 30,000th in the address book. This can be unfair to your recipients especially when sending time sensitive messages such as the 'first come first served' special offer variety. Not so with Mailertz, as previously stated Mailertz employs Elertz technology which will ensure every recipient will receive the message at the same time.

## How do I send a Mailertz?

---

### Easy to use

Mailertz is designed to be familiar to people who are happy sending e-mails but don't like the poor delivery / open rates and security issues associated with traditional e-mail. In fact, you create a Mailertz in exactly the same way as you would a traditional e-mail using an e-mail client such as Microsoft Outlook or Mozilla Thunderbird. You can embed html, rich text, and rich media in the e-mail just like a traditional e-mail.

### What do I send?

You send a standard e-mail. You also need to attach an xml format attachment generated by your elertz control centre to the mail. This is extremely easy to do.

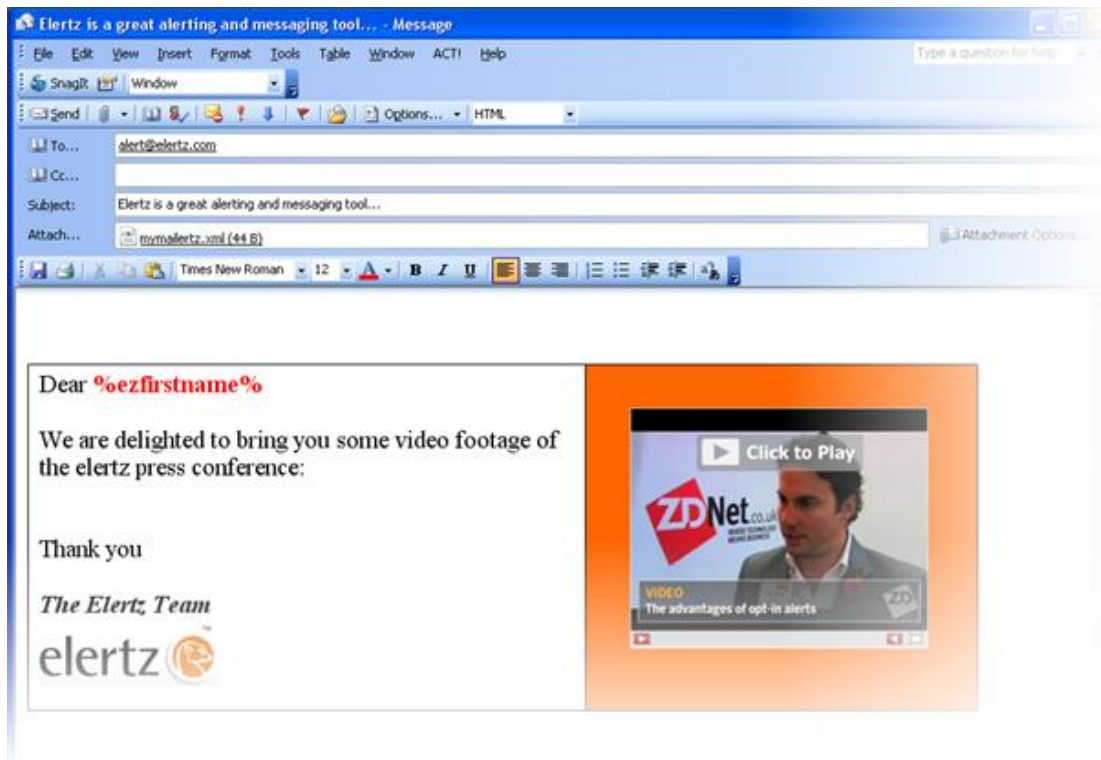
You can then create your message as normal with your preferred e-mail editor you can use html, graphics and videos. If your mail program can support it so can Mailertz.

### Make it personal

As with bulk e-mailers or mail merge macros you can make Mailertz personal with 'Dear John' or 'Hello Lisa Smith' and your recipients will receive a personalised message which is customized to that particular user's name. This is accomplished by typing Dear %ezfirstname% instead of Dear John and the Mailertz system will do the rest.

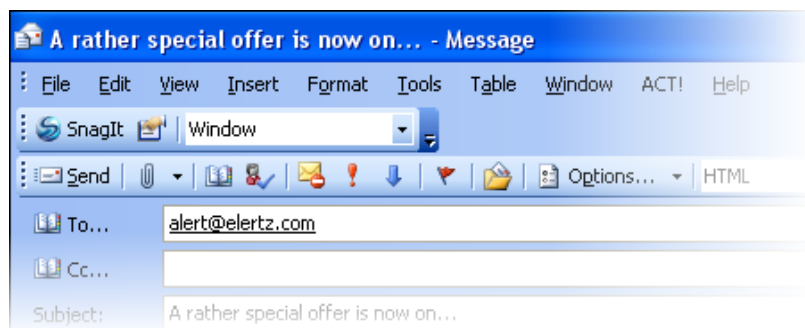
## How do I send a Mailertz?

---



### Where do I send it?

Once you are done you simply send the e-mail to one recipient; the elertz [alert@elertz.com](mailto:alert@elertz.com) mailer. The Mailertz passes this to the elertz system which then sends an elertz notification out to all of your subscribed users who will receive the notification within 30 seconds.



## Summary

---

Mailertz is technology which is designed for webmasters and marketers who want the ease and familiarity of sending e-mails without the pitfalls associated with traditional e-mail marketing campaigns. Since Mailertz uses elertz as its underlying technology it also brings extra features associated with elertz such as precise, instant, secure and traceable messaging. No specific hardware or software is required, just the elertz client which is installed on an end-users computer when they subscribe to your elertz. Once deployed on your website, it will dramatically improve your communications with your end-users, giving you direct access to their desktops to deliver your marketing messages.