

Ensure your brand identity is always current!

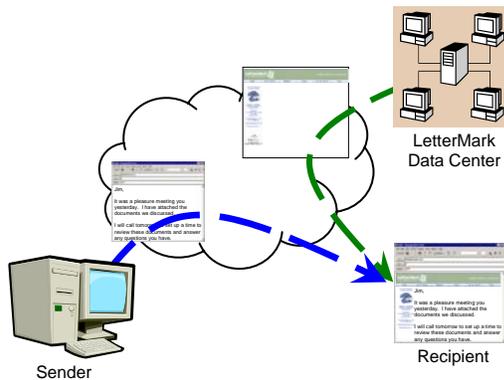
When you are planning a logo or name change... you're going to have to toss a lot of printed materials. Your company's letterhead, business cards, direct sales pieces and brochures will suddenly be out of date.

But with LetterMark™ email, your electronic communications can be used right up to the last minute, then instantly changed to reflect your new identity.

How your information is kept Up-to-Date

The graphics on your LetterMark email templates are not embedded in the email message. Instead, they are pulled from the LetterMark server when the recipient opens your email. This "Dynamic Republishing" means that your LetterMark emails always reflect the latest branding, website links and contact information.

When a change is needed, such as a new logo or website, simply update the template on the LetterMark server. Then, anytime one of your emails, old or new, is opened, the recipient will see your new look!



With LetterMark email, missed opportunities are a thing of the past!

Turn every employee into a Marketer

Most employees send 5-10 thousand emails each year. With the LetterMark system, these emails reflect your brand identity – consistently and accurately. And through Dynamic Republishing, these emails will serve as messengers that announce any identity changes you make in the future. Which means the sooner you start sending LetterMark emails using your current brand identity, the more impact you'll create when you make the change.

Act now! LetterMark email is a powerful and efficient way to announce and reinforce a brand identity change.

CASE STUDY:

EdgeSource, a hi-tech staffing company in Research Triangle Park, NC underwent a complete identity change including name, logo, website and office location.

EdgeSource had been using LetterMark email for three months prior to the change, sending an estimated 12,000 emails.



At midnight on the day before the change was to take place, the EdgeSource templates were updated at the LetterMark data center to reflect their new name and image, HireNetworks.



Through the Dynamic Republishing feature of LetterMark email, the 12,000 emails that were sent using the EdgeSource templates would now reflect the new logo, name, website structure and office location of HireNetworks.

"LetterMark email played a critical role in our successful identity change. Outdated information means lost business for us. With LetterMark email, we knew our electronic communications would be up-to-date and accurate."

Craig Stone
CEO, HireNetworks