



www.ground-wave.com
info@ground-wave.com

445 Grand St. No.1
Brooklyn, NY 11211

+1 718 599 7054 t
+1 801 454 7331 f

Hi. It's e-Me.

An Email Marketing, Publishing & Deployment System

Why e-Me?

e-Me is a platform for extending your brand and generating new traffic and revenue through beautiful and engaging emails. It's an easy-to-use system that empowers people of all skill levels to dynamically update the content of their emails within a well-designed template, deploy new campaigns on a daily, weekly or monthly basis, and track response stats for content and advertisements.

What is e-Me?

We built e-Me because the power of email marketing shouldn't be limited to tech geeks. The e-Me system starts with us building a sleek, custom-designed and fully branded email template for you. Once a beautiful design is established, we then code the template within our e-Me system so that you can easily swap all of the images and text, thus enabling you to deliver dynamic and engaging emails to your audience on an ongoing basis without knowing a lick of HTML.

Tell me more...

Essentially, e-Me is a custom-tailored content management and deployment system for email newsletters. Much like a WYSIWYG (What You See Is What You Get) editor such as Blogger does for creating and updating blog websites, e-Me allows the non-HTML expert to quickly and easily change pictures, text and web links within a custom-designed email newsletter template.

In the process of designing loads of email newsletters over the years, we discovered something: Coding emails that work seamlessly and look good across all email clients isn't easy. The beauty of e-Me is that it allows you to make dynamic changes to your email, while protecting you from accidentally adapting the code in ways that will make it look screwy when it shows up in someone's inbox.

In addition to enabling you to seamlessly adapt your email content on the fly, e-Me also empowers you to easily manage all aspects of your email campaigns, from tracking open rates and click-throughs to segmenting your list in useful ways.

And if your business is set up to sell ads against your email content, advertisements with trackable stats can easily be included in our custom design as well.



www.ground-wave.com
info@ground-wave.com

445 Grand St. No.1
Brooklyn, NY 11211

+1 718 599 7054 t
+1 801 454 7331 f

What does e-Me include?

Initial Set-Up

After the email has been designed, Groundwave translates it into HTML code that will be editable within the e-Me mail system. This code is then tested for compatibility in all major web- and desktop-based email clients. Every email client has different rules and regulations for what will work in email -- an email that looks fine in Mac Mail client might have errors in Gmail, for example. Thus, this rigorous testing is extremely important and a key part of the value of GWAV brings to designing and coding the email template.

**See right for a full list of the email clients we test in.*

Orientation Session & Built-In Tools

Once your newsletter design has been translated into our e-Me system, you're in full control of creating, editing and sending new email campaigns whenever you want. But hey, how do you do that?

We'll set up an orientation session with you and/or your staff to walk you through the super-easy process of editing your new newsletter, as well as the other elements of e-Me's rich functionality, which includes:

- » Custom subscribe/unsubscribe pages
- » Management of subscriber lists
- » Email personalization with subscriber details
- » Test campaign functionality
- » Deployment scheduling
- » Campaign reports
- » Subscriber growth tracking

Ongoing Support

The cool thing about e-Me is that it's a relatively foolproof system for sending beautiful emails. However, if for some reason you ever do experience any issues while assembling an email, GWAV provides ongoing support to all e-Me clients to ensure that our email designs are performing as expected.

Who is e-Me for?

We designed our proprietary e-Me tool with the idea of creating a means for operations of any size -- be they lean or large -- to create extremely high-quality email communications. Essentially, e-Me allows you to vary your email content on a regular basis to keep users engaged, without necessitating the extra cost of having a code-savvy tech geek on hand.

How much does it cost?

Pricing for e-Me is dependent on the size of your subscriber list. We quote you pricing on a per-email basis (think: pennies per email), and as a rule of thumb, the pricing becomes cheaper the more subscribers you have. If you're interested in using e-Me, please drop us a line at info@ground-wave.com and please include your list size.

*Testing platforms

Web-based email clients:

AOL
Comcast
Earthlink
Gmail
Mail.com
MSN Hotmail
Windows Live Hotmail
Yahoo! Classic
Yahoo! Mail

Desktop email clients:

AOL 9
Lotus Notes 6.5.4
Outlook 2003
Outlook 2007
Outlook Express 6
Outlook XP
Thunderbird
Windows Mail
Mac Mail