



Newsletters and Journals

TARGETING INFORMATION TOWARDS YOUR AUDIENCE

Netramedia e-zine Management Services helps clients to create, update and automatically release regular e-zine emails to a subscribed audience.

Through the use of databases and marketing strategy we can reduce your burden of information management to a minimum. The creation of appropriate and engaging content is greatly supported by the extra range of services that we can provide.

Our e-zine Management Services integrate seamlessly into your corporate website. By using web-based archiving procedures, we can provide the following benefits to any internet strategy:

- Helping structure relevant articles and informational content.
- The provision of related statistics.
- Efficient sourcing and management of contact lists.
- Regular marketing communication with target audiences for a fraction of traditional mail shot prices.
- The creation of self-generating opt-in list of contacts. This system is adaptable enough to allow the delivery of personalised and focused information for internal, external and other groups and audiences.