



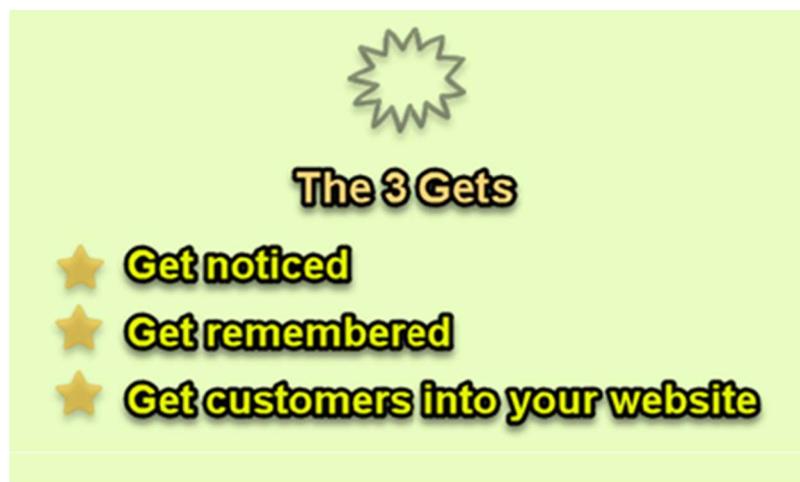
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Email Marketing Strategies

In the retail world, experience is now well established that an important part of any successful marketing strategy is regularly staying in touch with your customers. ***It is paramount to get your name and products in front of your prospective buyers frequently so that they don't forget you!***

You only have to look at some of the big stores like Dan Murphy, Myer, Qantas, Jetstar as well as a stack of small companies who are always informing you of their daily/weekly specials, just look in your Email Inbox.



However, as we know, the effort and cost involved in doing this can be a bit daunting. There are many good software tools available for this but of course apart from the cost, there is a learning curve and a lot of work involved which all takes time.

In BizFlex, we can now offer you a fully integrated product marketing system. Yes, there will be a learning curve and some work to do, but hopefully will give you an edge over your competition.

If you have been able to develop or acquire a database of email addresses of your customers, then why not use it?

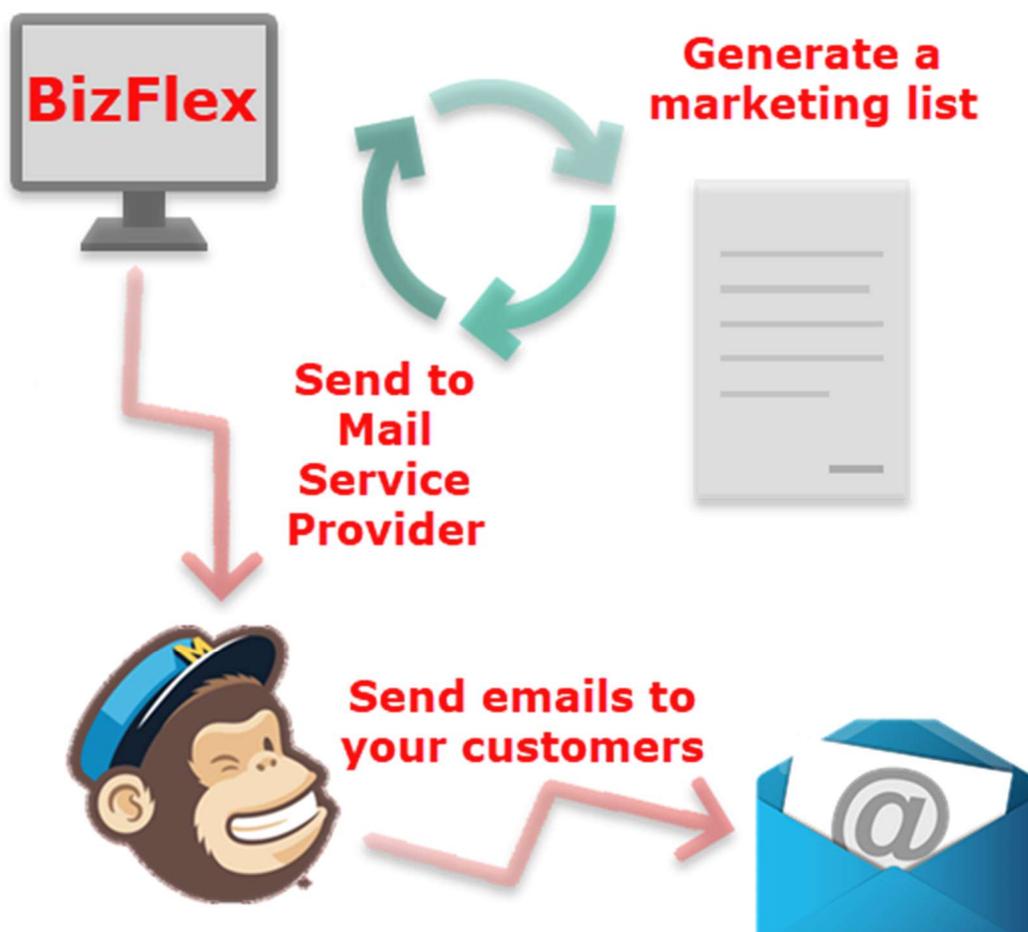
How does it work?

You can now create Product Tags in BizFlex using any name you like. Then decide and easily bulk allocate a Tag or multiple Tags to as many products in BizFlex that you wish.

Using our new **Customer Listing** program, you next select any combination of Tags, dates, stores, locations (and many other parameters) and generate a list of those customers who have purchased those products that you have tagged.

When you are happy with your customer list, from BizFlex you can send it to an email marketing service provider, such as MailChimp, to bulk send out on your behalf.

Email marketing service provider websites allow you to design and save email templates. You use these to send out a promotion or message to all your customers in your lists. The templates are easy to create, very flexible, professional looking and of course can be reused and changed. For more information on this visit <https://mailchimp.com/features/email/>



Working in BizFlex

This is an example master list of Product Tags which you can create.

Product Tags Master

The screenshot shows a software application window titled "Product Tags Master". The menu bar includes "File", "Edit", "View", "Search", "bMail", "Developers Menu", and "Help". The toolbar contains icons for "New", "Save", "Delete", "Cancel", "Output", "Search", "Calc", and "Notes".

The main workspace contains the following fields:

- Code:** A text box containing "AUTUMN BLUES".
- Description:** A text box containing "Autumn blues".

At the bottom of the workspace, there is a metadata box with the following information:

Created By	System Dev	Create Date	6/12/2018 4:11:17 PM
Last Updated By	System Dev	Last Updated	6/12/2018 4:11:17 PM

On the right side, there is a list of product tags:

- AUTUMN BLUES (selected)
- CHRISTMAS 2018
- EASTER SPECIAL
- PYJAMAS
- SPRING 2018
- TESTONE
- VALENTINES DAY
- WINTER SPECIAL

Product Marketing Tags Maintain

This is the screen where you can attach your Products to Tags. This can be done one at a time or by using the Product Search button, a whole group of products at once. The list can be added to or products deleted at any time.

File Edit bMail Developers Menu Help

Exit

Tag Code	Description			
AUTUMN BLUES	Autumn blues			
▶ CHRISTMAS 2018	Christmas 2018			
EASTER SPECIAL	Easter Special			
PYJAMAS	Winter pyjars			
SPRING 2018	Spring 2018			
TESTONE	Test one product			
VALENTINES DAY	Valentines day			
WINTER SPECIAL	Winter Special			

Product Code	Name	SELECTED
▶ 9781474871488	Peek-A-Boo Board Book Hello Christmas	<input type="checkbox"/>
9781474871549	Jolly Jingle Christmas with Sounds HB	<input type="checkbox"/>
9781474898140	The Night Before Christmas Puzzle Pack	<input type="checkbox"/>
9781527002081	A Collection of Christmas Tales HB	<input type="checkbox"/>
9781743402269	Christmas Puzzle Activity Book PB	<input type="checkbox"/>
9781743402764	Mr Grizzly's Christmas Pop-up HB	<input type="checkbox"/>
9781760450809	Little Grabbers First Christmas	<input type="checkbox"/>
9781783733484	Christmas Carols Piano Book HB	<input type="checkbox"/>
9781876711689	Australian 12 Days Of Christmas	<input type="checkbox"/>
9781925059717	All I Want For Christmas Is Rain	<input type="checkbox"/>
AA042AR	Kinder Rubs Christmas (4)	<input type="checkbox"/>
BH100	Folley Bells Christmas (150)	<input type="checkbox"/>
BW848	Papier Mache Christmas Shapes 80's	<input type="checkbox"/>
BX-XCJB	Christmas Cracker Joke Book	<input type="checkbox"/>
C20	Christmas Countdown Calendar Lge	<input type="checkbox"/>
CB940	Christmas Fold-Outs	<input type="checkbox"/>
DP89076	Kids Just Love Christmas CD	<input type="checkbox"/>
FE054	Felt Sheets Glitter Christmas	<input type="checkbox"/>
FE088	Christmas Felt Shapes (200)	<input type="checkbox"/>
FFC60	Foam Shapes Christmas 60p	<input type="checkbox"/>
HN1926	Sequins Christmas Shapes	<input type="checkbox"/>
IG87099	Christmas Board Book	<input type="checkbox"/>
IS1054	Magic Christmas Tree Deluxe	<input type="checkbox"/>
IS13667	Stamp A Cookie - Christmas	<input type="checkbox"/>
KD8940	Peter Combe Christmas Album CD	<input type="checkbox"/>
MG-0104	Christmas Santa Flag	<input type="checkbox"/>
MG-0114	Grow Your Own Christmas Tree	<input type="checkbox"/>

Product Search

Add New Tag Code Select All UnSelect All Delete Selected Products

Product Master

You can see and maintain Tags on individual products as well in the Product Master screen.

The screenshot shows the 'Product Master' interface. At the top, there are sections for 'Quantities' and 'Product Marketing Tags'. The 'Quantities' section includes fields for 'Stock On Hand', 'On Purchase Order', 'Sale Orders', 'Minimum On Hand', 'On Hand All Stores', 'Available to Sell', and 'Maximum On Hand'. The 'Product Marketing Tags' section displays three tags: 'AUTUMN BLUES', 'SPRING 2018', and 'VALENTINES DAY', each with a red 'X' icon. A dropdown menu is open on the right, showing a list of tags including 'AUTUMN BLUE', 'CHRISTMAS 2', 'EASTER SPEC', 'PYJAMAS', 'SPRING 2018', 'TESTONE', and 'VALENTINES'. Below the tags, there are options for 'Barcode Price Labels' and 'Number of Labels to Print'.

Click X in the red dot to delete the Tag from the Product

Drag & drop or Double Click to add Tags

Customer Listing

Here is where you generate a customer list in BizFlex to send to your Email Marketing Service Provider.

File Edit Extras bMail Developers Menu Help

Input **Output**

Store Created At

Customer Type

Suburb

Postcode

Club Code

Credit Rating

Created After

Name Contains

Preferred Store

State

Customer Selection

Current Customers Former Customers All Customers

Purchasing History

Purchased After Purchased Before

Purchased From

Product Criteria

Product Department

Group Category

Style Supplier

Customers Missing These

Email Address

Mobile Nbr

Customers Including These

Email Address

Mobile Nbr

Previously Generated Campaign

You can select a previously generated campaign to get the same customer list as before but with updated details. Using this option will override the other options

Campaign Code

Club Members Only

Only Include in Mail Out

List Only Customers Who need to be Create

Product Tag Code

AUTUMN BLUES

CHRISTMAS 2018

EASTER SPECIAL

PYJAMAS

SPRING 2018

TESTONE

▶ VALENTINES DAY

WINTER SPECIAL

Clear List

Generate List

Untick

There are tick boxes (not shown here) next to the Product Tag Descriptions where you can select one or more Tags, together with any of the other parameters shown to fine tune the output of your customer list.

You can also add to your list, that is, generate multiple times with different parameters.

Some Tips in Designing your Campaigns

- Personalize your email marketing messages.
That doesn't mean sending an individual email to every single subscriber, but the message should offer some real benefit for the customer.
- When using Tags, focus your campaigns by offering similar, upgrade or resupply promotional products to what your customers have already purchased.
- Segment your subscribers so that they can be better targeted and you can better measure the effectiveness of you campaign
- Send mobile friendly emails
- Pay attention to and vary the design so that your customers don't get bored with the same looking format and just junk your emails. Only send clean, clear and colourful images that will catch attention. Invite your customer to click into your website to order or for more information. In fact, provide multiple click links into your website.
Keep the emails reasonably short.
- Do not send marketing emails too often. This is a matter of judgement. If your customers receive emails too frequently, they will probably junk them or unsubscribe. But send out fairly regularly. Try and find out the frequency of emails that your customers will tolerate.
- If possible, include some interesting short but sweet text about the product that you are promoting.
- Consider making many more products available online only that are not available in store. This has two advantages:
 - customers can buy more of what they want from the same place so that they don't have to go to a competitor's website
 - There are no price gap issues between online and store and therefore you can be very price competitive because of much lower overheads

