



REALMAGNET.COM

Visit www.realmagnet.com to learn more about how MagnetMail can help you create emails with both form and function.

“MAGNETMAIL IS THOUSANDS OF TIMES BETTER THAN WHAT WE HAD BEFORE.”

Sharon Bond,
Senior Marketing Manager,
Association Management Center

EDUCATION

Communicate more effectively with students, staff and alumni.

Communication is the key to generating loyalty and action, and education institutions across the nation are using MagnetMail to deliver messages to students, staff and alumni.

MagnetMail is an easy-to-use, web-based application that allows schools to broadcast email, mobile, RSS and fax messages to key constituents. Several of MagnetMail’s capabilities are tailor-made for education, allowing you to:

- **Personalize your messages.** You can greet recipients by name at the top of each message. This is especially powerful when nurturing personal relationships with alumni and prospective students.
- **Take advantage of dynamic content.** Target your efforts by sending different messages to different recipients based on demographics. For example, if you have an admissions open house weekend in multiple cities, recipients will see only information about the event taking place in their area.
- **Send via RSS and mobile.** Students are increasingly adopting RSS and mobile messaging as ways to receive information. MagnetMail allows you to publish your messages simultaneously via email, mobile and RSS, ensuring your recipients get the message.

MagnetMail also offers branded templates, list management tools, integrated surveys and event management, real-time results tracking, industry- leading delivery rates and 24/7 customer support.

Several departments at your school can take advantage of MagnetMail’s self-service capabilities:

- **Alumni relations:** Tell your alumni about the homecoming schedule or a new fundraising campaign.
- **Admissions:** Recruit prospective students with letters, application alerts and campus news.
- **Faculty and staff:** Send class registration schedules to students or distribute a letter from your president to the board.

Among the schools using MagnetMail:

- Colgate University
- University of Mississippi
- Hamilton College
- The Pingry School
- Sidwell Friends School

Request a demo to learn more about how MagnetMail can help your school.

MAGNETMAIL = EMAIL + EVENTS/SURVEYS/MOBILE/RSS/FAX