



REALMAGNET.COM

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

**“REAL MAGNET IS
CONSTANTLY LOOKING
TO THE FUTURE TO
ADDRESS OUR NEEDS.”**

Anna Ulrich, eMarketing Manager,
Drury Inns

Among the retail and restaurants using MagnetMail:

- California Tortilla
- Citronelle
- U-Scout
- Wildside Catering
- Imperial Flowers & Gifts
- National Restaurant Association (NRA)
- National Retail Federation (NRF)

RETAIL & RESTAURANTS

Drive new in-store and online business with MagnetMail.

Retail and foodservice are all about the relationship with the customer. The first step is providing a strong product and service. The second is making sure the prospect is aware of your offerings. And once you have turned a prospect into a customer, the key is nurturing that relationship.

MagnetMail is a powerful application that allows you cultivate those relationships by communicating with your customers and prospects throughout the year – whether it’s conveying coupons and special offers to prospects, sending birthday wishes to customers or distributing a monthly newsletter to build customer loyalty and brand awareness. You can even use MagnetMail to handle transactional messages for online customers.

And in a competitive marketplace, proactive communication can help drive new business and cement your status as a thriving retailer or restaurateur.

Many of MagnetMail’s features are specifically designed for retail and foodservice:

- **Personalize your emails.** You can greet your recipients by name at the top of each message. Personalization is especially powerful when nurturing personal relationships with your customers.
- **Personalize your emails even more.** Graduate from the simple newsletter to birthday emails, return visit reminders and more. It’s easy to schedule these to run automatically.
- **Target your clients.** Send different messages to different recipients based on demographics. Dynamic content helps you cater your offer and boost revenue.
- **Send virtual comment cards.** Add interactivity with surveys that arrive directly within the email and responses are tracked in real time.
- **You can send messages via email, mobile, RSS and fax.** Different people have different ways of communicating. From email and fax to RSS and mobile messaging, MagnetMail ensures that your communications are sent to customers and prospects based on their preferences.
- **Reinforce your brand.** MagnetMail allows you to create and employ an unlimited number of email designs to match your brand. This is a key facet of building loyalty in your client base.

MagnetMail gives you many other features to make sure that your customers and prospects are engaged with your brand and up-to-date with your offerings:

- Industry-leading delivery rates
- Integrated event management
- Built-in testing tools
- Real-time tracking of opens, clicks, unsubscribes, etc.
- Integrations with multiple CRM applications
- Enterprise features for complex businesses
- Dedicated 24/7 customer support

Request a demo to get a first-hand look at how MagnetMail can help your retail or restaurant organization.

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