

What do you do when somebody says...

“ 1000s of customers and a vital message...
How do we
Tell Them ? ”



Communicate with your customers with **Softflare's ListFlare.**



What is a Opt-In Mailing List?

A mailing list is simply a list of addresses, specifically, e-mail addresses because we are talking about the Internet. An opt-in mailing list is a list to which subscribers can choose to be included or excluded at will.

The purpose of this is so that the information your subscribers receive is genuinely targeted, not unsolicited. Should they choose they no longer wish to receive your newsletter they can unsubscribe at any time.



Why do I need a Mailing List?

Targeted e-mail is a proven and effective means of communication with your audience and should be differentiated from 'spam' e-mail of which we all get far too much. Targeted e-mail can engage and entertain as well as inform. For example, a keen

gardener would typically **want** to receive e-mails from a company making and selling high-quality garden tools and accessories. Allowing them to unsubscribe easily at any time gives **them** the choice whether to continue to receive such mailings.



What is ListFlare?

ListFlare is a software application for SoftFlare hosting customers, installed either on its own or as part of your website* which allows your users to subscribe/unsubscribe, allows you to administer your mailing list(s), and compose and send e-mails to the subscribers in your list(s) - all from the comfort of a web browser. Because it is browser-

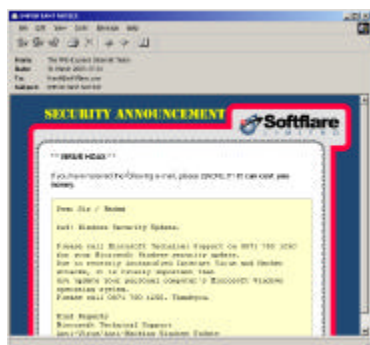
based, you can manage and send out your marketing or information e-mails from any internet-connected computer in the world!



How much is ListFlare?

A standalone installation of **ListFlare** is just £150. With **ListFlare Plus**, for an additional £65/month we will manage your mailings for you* which includes the creation of

colourful HTML e-mail, viewable by you in advance of sending the mailing, and a report telling you how many people the mail was sent to.



Eye-catching, colourful e-mails!

* terms and conditions apply

For more information about **ListFlare**, its features and capabilities, please visit www.softflare.com or contact us using any of the details below:



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