

# SPECIFICATIONS-MARKETING

## Customized email templates

Customized emails, specials and automatic emails after the sale. The campaign allows Website to interact with buyers constantly. A constant flow of emails (customized) as well as weekly, monthly emails are also setup in the system to promote and keep the site in front of the audience.

## SEQ friendly HTML

INSC E-commerce solution also includes HTML pages and URLs that are search engine friendly and are all based on the latest and most recent findings about the search engines optimization.

We work with clients to create keywords and page names that would represent their business but also they are SEQ friendly.

## Product and Category index

Our SEQ friendly shopping cart, the site must have a SITEMAP. As part of our custom development we offer a complete SITE MAP and customized shopping cart for better SEQ optimization.

## Randomly Generated Featured Products

As part of our marketing module we include a Random Top Seller or Featured product for the home page. The feature is also available in cross selling through related products.

## Advanced Coupon and Discount

On the fly the site owner can generate discount coupons and promotion codes. The promo codes allow for easy and better tracking of good selling products. Another discounting module allow for users to buy in bulk and save money. For example lower prices for quantity 5 or buy 11 and get 1 free or buy specific quantity at specific discounts

## Automatic UP-Selling

Products can be selected as related products and displayed in more information section or at the time of purchase in the shopping cart section for up-sell and revenue generation.

## Track Customer Search Activity

Reports are generated with customer activities to better market and serve the customer. These tracking reports are effective tools.

## Customize Checkout Questions

customized checkout questions allow to better identify the buyer and target it more effectively.