

# SPECIFICATIONS-MARKETING

## Email a friend referral Module

Visitors can send products to their friends at a click of a button. Also special discount codes can be generated to reward visitors for referral. These promo codes are also good tools for tracking and better marketing this tool.

## ROI Tracking

Track the effectiveness of your marketing campaigns. Track sales from all campaigns. With reports detailing exact cost per lead and ROI. The custom reports can be specific to all your existing marketing needs as well as future activities.

## Customized Affiliate program

Setup a custom affiliate program to allow other companies move traffic to your site. Also commission structure reporting is setup for every affiliate so they may easily track their commission.

## Dealer / Wholesale program

The wholesale program is designed to allow wholesale and resell pricing columns and net term purchasing. Also Dealers can refer customers to the site and still benefit from the sale.

## Mailing list Manager

A powerful mailing list manager allows grouping and mailing specific and specialized emails to customers who have signed up in the system. New groups are easy to setup and manage.

## Free Shipping Module

A product can be designated for free shipping. Also a dollar amount of purchase can be assigned to automatically qualify a buyer for free shipping. Free shipping code is easy to setup.

## Free Product Coupon Module

Based on a set of customer circumstances free products can be given to customer at checkout or a dollar amount can qualify them for specific free product. A free product offer can automatically setup to print on the invoice to motivate buyer to go back to the site again.

## Customer Email Layout Generator

Generate your own custom emails through our email generator. The module is easy to use and user friendly.

## Automated emails after the sale

Buyers will receive automated marketing emails after the sale. The number of emails could vary by customer group and the number emails can also vary based on the same criteria.