Email marketing platform

Bulk Mailer

Simple-to-use bulk emailing with real-time tracking and social media sharing

- Easy-to-use, online bulk email marketing platform
- Create bulk emails and customise them with ease
- Post your content to multiple social accounts
- Create mobile campaigns in three easy steps and personalise information
- Schedule, trigger and share campaigns automatically
- Add social sharing icons to your mails and let subscribers share newsletter content
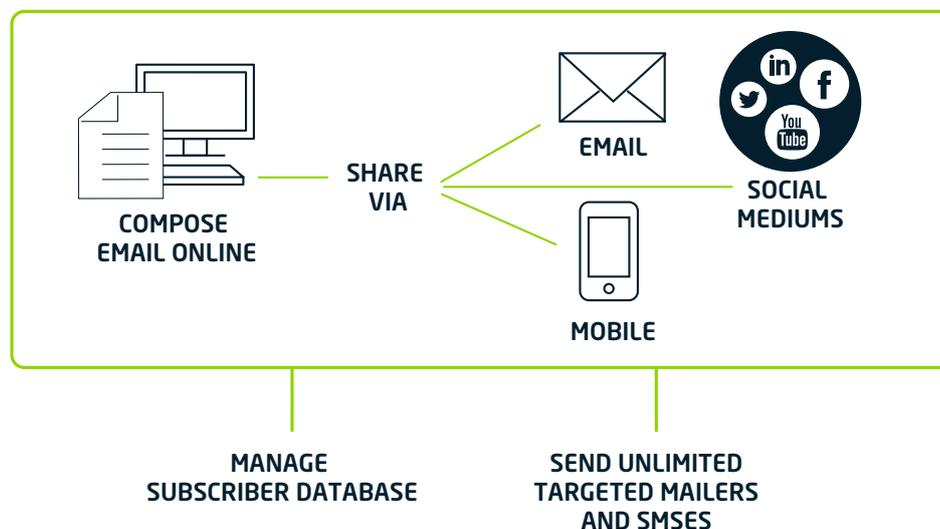
Product overview

Every day, hundreds of top South African and international brands use Bulk Mailer to send millions of email messages to their customers and subscribers. With Bulk Mailer from Vox, you can compose messages quickly and easily online, and then share them via email, mobile or social mediums. Bulk Mailer empowers your business to manage your subscriber database and send unlimited, targeted mailers whenever you need. Build richer customer relationships and understanding elements such as social media shares, bounces, subscribes, unsubscribes, profile updates and complaints.

Send high quality newsletters to current and prospective customers, view reports on who has read, clicked on a link or unsubscribed and generate revenue with a few clicks. Available as a "pay-as-you-go" model, Bulk Mailer is designed around email credits that carry over from month to month until finished, giving you the freedom of purchasing large quantities up front or simply paying as you go with no monthly commitment.

The Bulk Mailer interface offers a simple interface with a rich feature set, including pre-designed email templates, contacts management, auto-response messages, scheduling and triggers, one-click social media integration, geo-reporting and heat mapping.

How it works

COMPOSE EMAIL ONLINE

SHARE VIA

EMAIL

MOBILE

SOCIAL MEDIUMS

MANAGE SUBSCRIBER DATABASE

SEND UNLIMITED TARGETED MAILERS AND SMSES

Perfect for...

- Transactional mail: sending statements or invoices to individuals where bulk mail does not suffice
- Transactional reporting
- Mailing list management
- Support centre for all clients to learn how to use the system without physical support
- Bulk update contacts with new info like company name to attach to name and email if you never had that data before
- Auto responders for triggered mail campaigns
- Filters to segment and send target specific content to the right readers
- Free email templates that render on mobile devices as well (email setup on your phone)
- Reporting covers the geolocation of readers, link clicks, total reads, unsubscribes, etc.

Features and benefits

Create effective emails and customise them with ease
- Choose one of many free HTML templates and use colour palettes to customise the look and feel to reflect your business's identity.
- Individualise your newsletters for each subscriber with their personal information.
- Add a footer to your emails that allow readers to unsubscribe, pause their subscription or update their profile.

Track and optimise campaigns
- Track subscriber engagement and ROI.
- Use Bulk Mailer's powerful reporting tools to track opens, clicks, bounces, reads on social networks, and more. Integrate with Google Analytics to track traffic to your website and ROI from your newsletters.

Schedule, trigger and share campaigns automatically
- Schedule email campaigns to start sending on a specific day and time, and control how much email gets sent and how often.
- Trigger a series of emails based on subscriber behaviour. Automatically share your email newsletters on social networks such as Twitter, Facebook and LinkedIn.

Social media integration
There are two types of social media integrations that are available in the system.
- One lets you automatically post a link of the online version of your newsletter to Facebook, Twitter and LinkedIn every time you send a campaign. This means that whatever you have just sent in the form of an email in Bulk Mailer, will then post to your (company sending) social media accounts immediately and seamlessly. All you need to do is add your company social media profiles to Bulk Mailer and approve just before sending your email.
- The other type of social media integration is socially sharing content from a newsletter reader's point of view. When creating your email message, you can choose to insert social media share icons in the footer of your email newsletter. Once sent, this will allow the recipients that read your message to share your newsletter with their fans and followers, increasing the reach of your brand.

Track opens, clicks, bounces and reads

About Vox
Innovation and insight combine in Vox, a market leading end-to-end integrated ICT and infrastructure provider and telecommunications company. From data to voice, as well as cloud, business collaboration and conferencing tools, Vox offers intelligent solutions that connect South Africans to the world, supporting entrepreneurs, customers and commerce, whilst practicing values of integrity, choice and service excellence in all of its dealings. For more information **click here.**

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