

Email Newsletter (module description)



An automated electronic mailing list is used for moving a specific potential buyer further down your sales funnel. In addition, an electronic mailing list is a tool to send notification e-mails about new content and changes on the site (news and promotional offers) to your website's registered users.

With this module you can:

1. Demonstrate your credibility and competence (notifications for change in working hours and conditions – “We care for you”).
2. Promote customer trust and confidence by offering engaging stories concerning your online store (customer stories, testimonials, etc.).
3. Help site visitor make purchase (special offers and promotions).
4. Help customer get rid of “headache” (special offers with door-to-door delivery, Women’s day gifts collections, etc.)

How to buy “Electronic Mailing List” module



“Electronic Mailing List” is a paid module that helps to promote your business. **It is provided in OT Commerce Box Top version.**

Please contact OT Commerce manager via Skype and follow the instructions you’ve been provided if you would like to purchase this module.

In addition, a manager will answer all your questions concerning this module and help to make a payment for it.

See price-list: <http://en.otcommerce.com/prices-and-promo#2>

How it works

Please refer to <http://en.docs.otcommerce.com/pages/viewpage.action?pageId=23888158> for detailed information how to work with this module.

Once an electronic mailing list is enabled, all newly registered users automatically sign up for it. Previously registered users can enable electronic mailing list in their account.

Website admin can import created users database to website or export subscribers list from the site.

