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## Social-Savvy Small Businesses: Campaigner® Provides New Connection Between Email Programs & Social Platforms

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Small- and medium-sized businesses rate email and social media marketing channels as the easiest to use and the most cost-effective for customer communications and marketing. Campaigner®, an email marketing service and brand of j2 Global, Inc. (NASDAQ: JCOM) that empowers companies to better attract and retain business through creative email marketing campaigns, is introducing new features that integrate the two favored tactics. The new social sharing functionality allows businesses to take a more holistic approach to online marketing and brand development.

"The synergies between email marketing and social media are evident, particularly as email marketers explore the value of enabling their messages to be easily shared on social networks like Facebook and Twitter," said Paul Turnbull, Product Manager, Campaigner. "Instead of having to deal with both an email marketing service and social media management tool, customers now have the ability to share emails on multiple social platforms through one easy-to-use interface. We are excited to deliver on many of the top requests from our customers and look forward to meeting their evolving email marketing needs."

With the highly anticipated incorporation of the share-with-your-network (SWYN) functionality, email marketers' subscribers can now pass along emails they receive to their own networks via Facebook, Twitter, LinkedIn and Google+ using sharable permalinks. Available in both Campaigner's Email Editor and Smart Email Builder, email marketers can now amplify email marketing messaging by using the new Campaigner 'sharebar' and add social sharing links within emails. This allows subscribers to pass-along content like promotional offers and insightful newsletters to prospective subscribers. These new social sharing capabilities enable email marketers to be more discoverable, extend the reach and enhance the life of their email campaigns, and provide another means of building subscriber lists.

As subscribers begin to share content, email marketers have more means to grow their email subscriber lists. Campaigner measures the views originating from Facebook, Twitter, LinkedIn and Google+ to help customers gain insights into the impact of each social media channel and track the success of new shareable email campaigns.

### Subscription Management Simplified and Customized

Campaigner has also added new functionality for customizing subscription management forms and messaging. Businesses can customize how subscribers can access and manage email preferences, edit their contact information, and opt-in or out of mailing lists and types of campaigns they receive. This allows email recipients to more easily change preferences, update their email address or unsubscribe completely using clear, dedicated forms and help ensure compliance with regulations such as CAN-SPAM.

As part of this functionality, users now easily control which mailing lists are exposed when subscribers update their preferences for a specific email campaign. In addition, it is now possible to make any mailing list visible or hidden, which can be useful to separate mailing lists used solely for internal contact groupings versus those mailing lists that your subscribers can opt-in or out of.

Additional features now available to Campaigner users include:

- Compatibility support is now extended to include the latest versions of Firefox and Google Chrome browsers.
- Quicklinks enable frequently used and custom hyperlinks like subscription management and social media links to be stored and more easily inserted into any email campaign. This also gives users easy access to 25 user-defined links.
  - Multi-user support — Administrators can now add and manage other users within the primary account. New users can also log in using their own credentials.
  - Campaigner's [Smart Email Builder](#), the advanced tool for creating new emails, now includes more text formatting and alignment controls, as well as the ability to insert merged fields and Quicklinks support.

For more information about Campaigner's new features, visit [this page](#) or view the [video tutorial on YouTube](#).

About Campaigner

Campaigner email marketing enables small, medium and large businesses to strengthen customer relationships and drive sales

by connecting with their customers quickly, simply and affordably. Features include professional email campaign creation, multiple ways to grow and manage lists, integration with CRM and the utilization of campaign metrics and reports to increase results. Campaigner is a brand and registered trademark of j2 Global Canada, Inc., an affiliate of j2 Global, Inc. (NASDAQ:JCOM). Learn more and visit Campaigner at <http://www.campaigner.com>.

#### About j2 Global

j2 Global (NASDAQ:JCOM) provides cloud services for business, offering Internet fax, virtual phone, hosted email, email marketing, online backup, unified communications, and CRM solutions. Founded in 1995, the company's messaging network spans more than 49 countries on six continents. j2 Global markets its services principally under the brand names eFax®, eVoice®, FuseMail®, Campaigner®, KeepItSafe®, and Onebox®. As of December 31, 2011, j2 Global had achieved 16 consecutive fiscal years of revenue growth. For more information about j2 Global, please visit <http://www.j2global.com>.

Read the full story at <http://www.prweb.com/releases/2012/6/prweb9616256.htm>

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