

# Volume Marketing



NEWSLETTERS, INVITATIONS, AND MORE AT MINIMAL COST!

**Maximize your communication** without the cost of printing or postage.

## **iBoomerang® Volume Marketing Add-On** *Tools That Return a Profit*

Flyers and newsletters are the most effective ways of communicating, advertising and keeping in contact with your clients and staff. iBoomerang has taken that practice and made it electronic. The iBoomerang Volume Marketing Add-On incorporates your photo or insignia, along with other biographical and contact information, to ensure greater visibility to your clients.

With the iBoomerang Volume Marketing Add-On, you can custom-design or use our professionally-designed templates to create your e-newsletters. Once completed, this tool then batches and automatically sends your newsletter at scheduled times. Corporate accounts also have the option of inserting compliant text or versions for their sales people, ensuring that industry or corporate standards will be maintained.

Marketing costs are drastically reduced since printed materials and postage aren't needed, making the Volume Marketing Add-On a more cost-effective and efficient way to generate new leads and stay in front of current clients.

- Easily import marketing lists from Excel (.csv format).
- Up to 500 recipients per list.
- Upload and save as many lists as you need.
- Eliminate costs of direct mail marketing.
- Automatic Response features streamline client retention, lead prospecting, and agent recruiting strategies.
- Advanced history tracking features.