



## Winning Newsletters

The most  
**User Friendly**  
**Content Creation**  
Application

WinningNewsletters is **THE MOST User Friendly application** for creating **professional looking Newsletters**. Additional reporting features can be further customized as per your requirements.

All the **images are embedded** within the body of the Newsletter without requiring a central repository. This ensures that all **images are visible even if a user is offline**. The **BIGGEST ADVANTAGE** is that all your Newsletters will look identical in professional email clients such as **Lotus Notes, Outlook** and almost all reputed **FREE eMail providers** such as **Hotmail, Yahoo, Gmail, Rediffmail** etc

**It cannot get more easier than this:**

1. Launch the WinningNewsLetters application.
2. Click the Import button and import the Mailing List from a Excel Spreadsheet.
3. Now anyone who is familiar using a Word Processor can start **creating and sending** professional looking newsletters instantly.

**Built in Image compression and resizing** feature ensures that you do not need to use Image editing software such as Adobe Photoshop or Fireworks. **Just right-click on any image and resize or compress it instantly.**

**Yes!!!** Anyone with basic Word Processor skills can now get **CREATIVE!!!** **How can we be so sure of something that normally requires creative skills?**

Because we are in the business of **Customized Content Creation** and have devised a way of enabling users to add pre-formatted **Content Blocks**. These content blocks contain pre-formatted Text, Images and even HTML that are created using the companies standard color themes.

This ensures that your employees do not spend valuable time in designing the overall look-n-feel of each and every newsletter. Instead they use the feature rich RTF actions from the pull-down action bar and pre-created **Content Blocks**, thereby increasing productivity and maintaining the Company Standards in terms of color themes and layout.

**Now even managers can try their hands on Content Creation** within minutes, instead of spending hours in communicating their ideas of how they would like the Newsletters to be created. If not create the complete content, they can create the basic layout, that their team members can use in creating the rest of the Newsletter. **No more rough sketches and mis-communication in expressing graphic and creative ideas.**

We will customize 4-5 Newsletter themes, create **Content Blocks** that can be added anywhere in the Newsletter body and train 2 users in using the application, basics of Image Manipulation and in using the various **free applications** included within the WinningNewsletter.

**Professional Newsletter Authoring**

**services are also available.**



DWTC uses the WinningNewsletters application, to send eNewsLetters to its database of worldwide visitors, that visit Dubai for Trade Shows



We have created all the cash deposit ATM Screens, for Standard Chartered bank, for the past 3 years.



We have created Content Management websites, for Element K and ICDL GCC & the interface for the Element K's ICDL eLearning CD'S

