

Clarity Marketing  
Press Release  
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## **E-Marketing Just Got Easier with Clarity Marketing**

By Emerson Welch, Product Director, Clarity Marketing

**Clarity Software has launched a brand new online product designed to make it easy to manage and deliver successful online marketing campaigns.**

Clarity Marketing, a trading division of Clarity Software, is a fun and enjoyable software system based purely 'in the cloud' at [www.clarity-marketing.com](http://www.clarity-marketing.com) and is available to anyone; regardless of whether they have a Clarity MIS system installed.

### **Low Cost Marketing with Incredible Results**

With prices starting from just £10 per month, Clarity Marketers can use the simple designer to publish branded and personalised bulk email messages to users. The system tracks the open, click-through and forward rates, and creates graphical charts and graphs to present detailed reports in an easy, quick-glance view.

### **At Last! An Effective Tool to Segregate Your Data**

Many businesses find it hard to segregate and organise their contacts and end up with a messy database which is hard to manage. This was a key factor in the system's development, with Product Developer David Moxon creating a superb drag and drop interface to add unique tags to contacts and enable users to build highly targeted lists to optimise success.

### **Helping Everyone Benefit from E-Marketing**

Clarity Marketing aims remove the technical obstacles of internet marketing, making it easy to increase revenues and improve customer service.

Clarity Marketing Product Director Emerson Welch explains: "E-marketing is one of the most cost-effective strategies currently available to businesses, and we wanted to give SMEs the best chance of reaping the benefits of it, irrespective of their knowledge and proficiency."

"Our online system helps you organise your contact data, find your ideal target audience and tailor messages to trigger the best possible campaign responses. It can be used for sales generation or to improve customer service with proactive and reactive messages, and even allows you to manage offline campaigns alongside online ones."

Emerson continues: "We've made it as simple as possible with an educational marketing workflow, whilst retaining powerful flexibility for impressive brand creative design under a supportive campaign infrastructure."

“This is such an exciting product and we have a huge road map of features to come, including social media integration, website integration, geo-location and powerful fully-automated response mechanisms.”

### **An Immediate Impact in the Marketplace**

Customers Beta trialling the system have already chosen to invest, and the official launch at the recent Clarity Software User Group Meeting generated an overwhelming response, with many attendees activating their free 30-day trial the same day.

Without doubt Clarity Marketing looks set to change the way SMEs carry out their online sales generation and service communications.

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### **Clarity Software**

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Facebook: <http://www.facebook.com/pages/Clarity-Professional/123259781061448>

YouTube Channel: <http://www.youtube.com/claritysoftware>

Free Case Studies & White Papers: <http://www.clarity-software.com/freeinfo>

*Clarity Marketing is a trading division established in 2011 under the Clarity Software brand, which in turn is a trading division of Touch Systems Ltd. Touch Systems Ltd has been ISO9001 certified since 1999 and was established in 1989 to provide business software packages that drive efficiency from its UK headquarters in Solihull, West Midlands.*

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