# INTRODUCING EMAILANATOR

## "An e-newsletter that is the pièce de résistance"

A good newsletter is the perfect tool for letting customers, members, followers, etc., know a little bit more about what's going on within an organization or business. Newsletters are an opportunity to directly engage an audience in ways that go beyond the "about" sections of company websites. Essentially, newsletters are a concise, straight-forward way to communicate current news and build brand awareness — an indispensable tool employed by marketing and communications teams.

We do a tremendous amount of work with marketing and communications teams and the most common complaint we hear is that digital newsletter production is a major time vampire! And although there are all kinds of programs out there that "promise" to simplify the process, they ultimately fall short, especially for professional teams who need something more robust than what the popular tools are offering.

### Our clients have tried most methods out there and they have concluded that creating an email newsletter without Emailanator is a tedious, soul-sucking experience.

Needless to say, the HTML/CSS newsletter landscape is trickier and more time consuming than one might think. What usually happens is that the newsletter, something that should only take an hour or two to produce, can take days to successfully format and email. Ugh! Not the most productive use of a communication team's time.
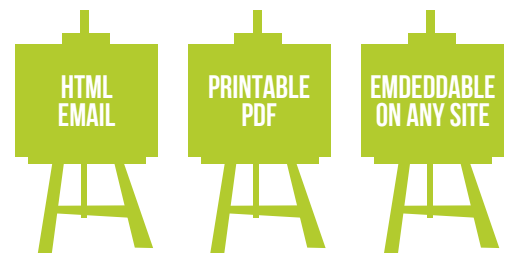
**To learn more or request a tour go to www.emailanator.com.**

An email newsletter app that doesn't require you to know HTML, meets the highest brand standards and doesn't need to be rebuilt each time you use it. In addition, it produces an email, a print-ready PDF and a page that can be viewed online!

There are a few third-party email marketing systems that do an okay job at helping businesses leverage their marketing efforts, but they're not the right fit for everyone, especially organizations who want brand consistency.

And for large organizations sending upwards of 10,000 emails per month, the cost can be quite prohibitive and the analytics, inconsistent at best.

## What Gets Created?

| HTML EMAIL | PRINTABLE PDF | EMDEDDABLE ON ANY SITE |
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Emailanator creates custom newsletters, a necessity for maintaining brand consistency, and supports multiple newsletters, simultaneously, for organizations that generate that kind of output. But the best news of all... newsletters can be produced and sent lickety-split.

## Adventure Studios