



e-Bulletin

Create a page within your website which can also be mailed out as an HTML bulletin, highlighting key information within your site and driving traffic to it.

Cubik's solution enables you to define different groups of registered website users. You can create password-protected areas of your site containing content that is not available to the general public and allocate usernames and passwords to individuals in order for them to gain access. You can also allow visitors to create their own online accounts, perhaps to gain access to a members' area of the site or to sign-up to receive communications from your organisation.

In either example, you can opt to capture information about the individual, such as their preferences for the sort of articles, news and events that interest them and then use this preference information to improve the effectiveness of your communications with your registered users.

Cubik's e-Bulletin function provides a specially designed web page that is formatted to highlight a small number of current topics. You create content within this page, typically providing links to more detailed information within the body of your website. Upon publication of the page within the website, an HTML email version of the page is automatically scheduled for mailing to your registered users.

You can refine and target your communications by specifying the relevance of the content to one or a number of user preferences; if this option is selected, the email will only be sent to users whose preferences match the content of the e-Bulletin.

The e-Bulletin provides a sophisticated mechanism via which you can disseminate relevant information to interested parties and drive traffic to your website.