# CRM Newsletter

## E-mail marketing with Abacus CRM

## Process overview: Newsletter registration

**Newsletter subscriber**

**01** Newsletter registration

**03** Sending double opt-in consent

**04** Confirmation double opt-in

**06** Newsletter dispatch

**02** Recipient list status: «Pending registration»

**Company**

**05** Recipient list status: «Subscribed»
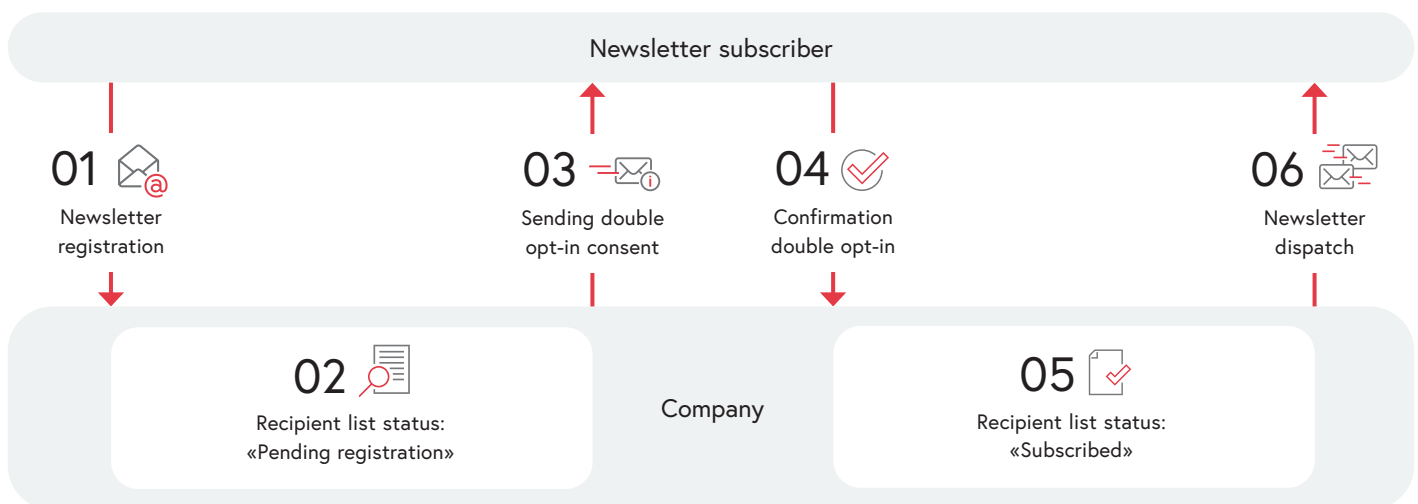
The CRM newsletter offers you an important and user-friendly tool for your e-mail marketing. The entire process, from acquiring newsletter subscribers and managing recipient lists to designing the newsletter with customisable templates and sending it out, takes place centrally in Abacus CRM.

### Create and send Newsletter

Using the fields and elements provided from the Abacus ERP, you can create a newsletter template with just a few clicks that can be customised according to your company's corporate design. The newsletter can be sent immediately from the CRM or scheduled for a later date.

### Attract subscribers and maintain recipient lists

Several recipient lists for different newsletters can be maintained in the CRM. These can be accessed centrally – enabling you to keep track of your newsletter subscribers and coordinate your email mar-keting activities in a clear and organised manner. Gain new newsletter subscribers using the registration form provided, which can be integrated into the website. Alternatively, individual contacts or entire contact lists can be added manually.

### Double opt-in and double opt-out

Double opt-in or double opt-out means that the owner of an email address must agree twice in order to subscribe to or unsubscribe from a newsletter. This prevents the email address owner from subscribing or unsubscribing inadvertently or due to a lack of knowledge. The CRM newsletter supports both procedures and provides corresponding templates and processes.

### DeepBox requirement

Communication between the Abacus CRM and the newsletter recipient takes place via the DeepBox. The DeepBox enables communication between Abacus software and newsletter recipients. This requires an Advanced Box from DeepBox.

**ABACUS**
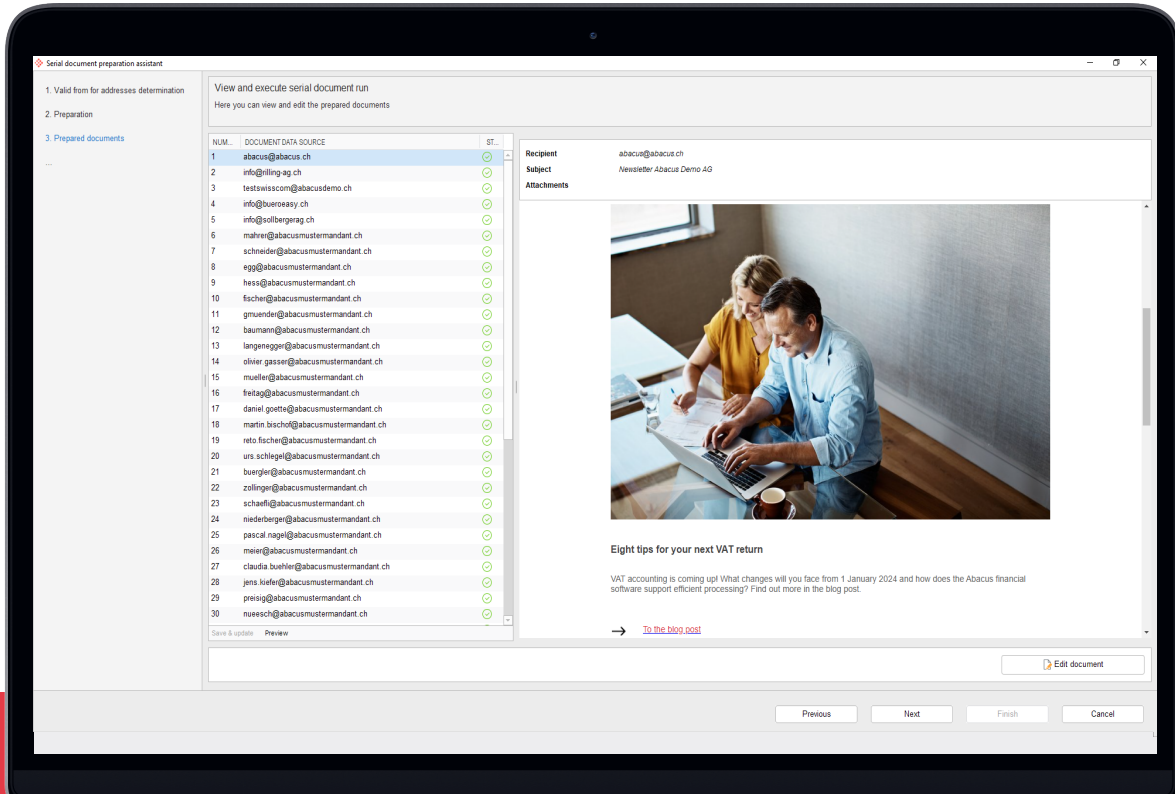
## Your benefits

- User-friendly tool for your email marketing
- Centralised maintenance of recipient lists - without duplicate entries and separate contact lists
- Templates for the double opt-in and double opt-out processes
- Seamless integration in Abacus CRM

Contact a sales partner for a no-obligation presentation.
You can find more information at: abacus.ch/en/crm-newsletter

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