



FACT SHEET

SEMA Engage

Drive e-mail campaigns from your SEMA Content Management System. The SEMA Integrated Marketing Platform enables you to seamlessly generate your e-mail creative content in an intuitive web content management solution and to publish this to your e-mail audience – through leveraging the industry leading capabilities of SEMA Messenger.

SEMA Messenger is considered in the top tier of standalone e-mail campaign management tools by industry analysts – including JupiterResearch (now Forrester). We also have a significant, recognized expertise in the industry best practices that you'll need to consider when running an e-mail campaign.

You've already got the creative assets you need; the branding, the templates, the pictures and the text – just assemble them together in the same Content Management user interfaces you are familiar with and publish to a whole new channel and audience.

This isn't a technical toolkit, this is a user driven integration – you build the campaigns, you choose the content.

Personalise

SEMA Messenger enables you to get closer to your audience with an individual e-mail that is built just for them. Our integrated solution enables you, the business user, to choose the content they will be delivered, how you want to personalize the message and ensure your e-mail will be well received.

The best tool for the job

SEMA Content Management is built for creating web pages, for publishing HTML creative (e-mail campaign tools are not) so you can leverage the best tools for each part of a campaign.



It's Content

All of the Web Content Management functionality that you rely on can be applied to your e-mail, it'll generate the links you need, the good quality, accessible HTML that you expect from us and it'll lead your audience to your website with a seamless extension of that experience.

Be Consistent

Your audience knows you through your website, the tone of voice you use, the way you look, the accuracy of your information – in short, your brand. By re-using the same content assets and display templates you are able to simply keep on-message and on-brand across all of your communication channels. In addition, consistency of message across multiple channels is a mandatory requirement in regulated industries

Keep Agile

With SEMA Content Management products you can quickly and dynamically deliver a new message, a new service or product to your audience over the web. SEMA Engage gives you that same agility over the e-mail channel, supporting your website with synchronized e-mail campaigns with a simple, additional step.

Stay Safe

You have a governance model built around your content assets, you know what's approved, you control who can do what – it's no different with e-mail publication – you maintain control over what can be published and by whom.

SEMA is Australasia's largest direct marketing company. No other company triggers more consumers to act. For 27 years we have helped our clients transform and grow through achieving consistently excellent returns on marketing spend.

For more information, visit [www. SEMAGroup.com.au](http://www.SEMAGroup.com.au)