



Email Campaigns

Improve the success of your PR program with NuVisions Email campaigns

Imagine how much more effective your PR campaigns could be if you could see which journalists opened and read your communications. Now you can— in real time! With NuVisions Email Campaigns, you can track recipient's actions in real time so you know instantly who is reading your release and who is requesting information, helping you perform more effective outreach. NuVisions Email Campaigns enable you to make the most of your press releases by making it easy for recipients to request follow-up or download press kits, photos, bios, etc.

State of the Art Technology

NuVisions Email Campaigns enable you to create electronic press releases and send them as emails to journalists. The emails include interactive links that provide access to the information the journalists need. Besides making it easy for journalists to obtain information, NuVisions Email Campaigns provide valuable metrics on the effectiveness of your PR programs. It automatically keeps track of who received your email, who opened it and which documents or links they accessed.

Provide Journalists with Relevant Information

In this 24/7 media world, journalists require relevant information that is easy to locate and easy to understand so they can spend their time writing rather than researching. With the click of a mouse, NuVisions Email Campaigns gives journalists an easy way to request an interview; access collateral such as press kits, case studies, video clips, photos, logos and bios; jump to your web site; and much more.

Real-Time Insight

NuVisions Email Campaigns include easy-to-read charts and graphs that enable you to quickly assess the effectiveness of your communications efforts. You can easily see what information journalists have accessed so you can focus your pitching efforts based on journalist interests.

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