



On-line Marketing: Increase your range with an elertz desktop client

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Overview

Accurate and ethical

Elertz is a great tool for getting accurate, useful and most importantly, requested information to your users. Of course there needs to be a method of delivering these messages to the users. And that is why we have an elertz desktop messaging widget. Big deal you are saying, there are lots of widgets out there that nobody uses. What makes the elertz widget unique amongst all the other widgets out there? Read on and find out!

Share the widget prolong it's life

If you take a website which has its own proprietary messaging system that sends messages to its users well that's good, but it's not great. What about if people don't find your website important enough to warrant your widget being installed? Or imagine if every website has a widget, would users really want multiple widgets on their PC. Not very likely. Now a widget that any website can use to deliver messages to might be better. That's what the elertz widget is, a generic client that any website can send to using the patented elertz messaging system. Don't forget though, elertz only sends messages a user has specifically requested. Elertz isn't a spamming tool

Overview

Prolong the life increase user retention

The longer the widget stays installed the more you can keep in touch with your users. And that's a good thing.

One client multiple platforms

As a webmaster or marketing expert it won't have escaped your notice that not every user uses Internet Explorer or even uses MS Windows. Nowadays, thanks to Apple and the Open source community there are plenty of users out there with systems other than Windows on their computers. In fact come to think of it not everyone even uses a computer or laptop, what about all the handhelds out there? That's not a problem for the elertz widget as it doesn't care about operating systems and hardware - it just runs.

Overview

Customise, colourise and communicate

The widget is easily branded to your companies' look and feel; you just upload a graphics image using your own private control panel on the elertz website and it's done. And if ever you want to change the logo you can. Just upload a new image in the control panel and all of your users will be updated all at once.

Setting the colours is just as easy simply choose a colour scheme for your widget, by clicking on a colour palette in your control panel and the widget and all of those that are installed on your users PCs will be colourised instantly. Once this is done your widget is ready to bring your message to your users.



This must be hard to deploy to your users, right? Wrong!

If you can use a mouse you can deploy the widget. The elertz partner control panel does the hard part by creating some code for you which you copy and paste in to your website html code. And that's it 'job done'. In fact the hardest part of the deployment is deciding what subjects to let your users subscribe to.

List of features

Generic

Once it is installed any website can deliver messages to the user. So long as the user requests it of course.

Totally Brandable

Choose your colour schemes and upload your logos. Make the widget an extension of your website.

Easy to deploy

Simply cut and paste the computer generated code into your websites html pages. If that sounds like hard work then get Elertz or your webmaster to do it for you.

Browser Independent

Using technology from Adobe, the widget will run on any browser in fact it will run on most operating systems including handhelds.

Non intrusive to your users

The elertz widget sits in the system tray of your computer and waits quietly for notifications and elertz. It obeys the sandbox rules so it won't crash your computer or allow hackers to interfere with your machine.

Summary

The elertz widget is a simple and clean way to ensure guaranteed delivery of messages to your user base. Using elertz technology means the control is in the hand of the users to choose exactly what message they want, this means users will not be bombarded with messages they don't want. The widget is generic and any website can choose to use the widget to deliver messages to users which will reduce the likelihood of the widget being removed from your end users computers. Using the widget you can reach more of your users more easily because the widget is platform independent.