



# Marketingship Suite Feature List



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Marketingship started building its Craft Suite as a volunteer project to help a local nonprofit to integrate and automate its membership management tasks. At the beginning, the goal was simple; to help the organization more effectively communicate via email, create opt-in contact lists, and grow their member base, giving rise to MailCraft. As the Organization's needs grew, EventCraft and CommunityCraft were added to manage events and inform and unify members. The Suite now provides internal and external collaboration platforms so organizations can improve communication effectiveness and management efficiency with both members and administration.

Marketingship's unique multi-user account feature allows organizations to bring the entire administration on board to a single database with multiple differently permissioned accounts to achieve interoperable organization information, efficient internal collaboration, and management process automation. The Craft Suite also supports Unicode, allowing users to display foreign characters, special characters, and even bidirectional text.

[MailCraft](#), [EventCraft](#), and [CommunityCraft](#) integrate member-targeted communication through emails, events, and an online member portal based on different membership types, and can streamline administrative tasks through member self-service activities, such as event registration and automated payment processing.

[ContactBase](#) and [MediaBase](#) build an evolving organization database through the mutual collaboration of both members and staff, and provide intelligent searching and segmentation tools for successful strategic planning, execution, and evaluation.

### MailCraft

#### CRAFT

- Friendly Email Template Options
  - ✓ Select from professional templates with free customization access
- Powerful and Intuitive "What You See Is What You Get" Email Editor
  - ✓ Full formatting copy & paste, spell check, spam check, and HTML code edit
- Integration with MediaBase and EventCraft
  - ✓ Insert trackable links, imbed images and videos or insert event info into emails
- Merge fields for that Warm and Caring Personal Touch
  - ✓ Enter dynamic contact information or Login/Signup links into emails
- Thoughtful Social Media Integration
  - ✓ Publish newsletters to Facebook or Twitter the moment they send

#### DELIVER

- Flexible Delivery Timing
  - ✓ Save as draft, Send now, or Schedule a delivery time
- Automatic spam check with detailed spam analysis report
- Create thoughtful Autoresponders to Remind and Follow up with your audience
- Delivery Guaranteed Text Only Version
  - ✓ What if my recipients have no HTML browser? Safe delivery guaranteed!



- Self-defined Bounce Limit & Bounced Contacts Automatic Removing
  - ✓ Set your own soft bounce and hard bounce limits
  - ✓ Automatically remove limit exceeding contacts from active list

## **TRACK**

- Intelligent and Powerful Tracking Reports
  - ✓ A complete statistical overview of every email campaign and trackable links
  - ✓ Clickable graphic report upon any selected statistics
  - ✓ Complete Activity History report upon any selected contact
  - ✓ Detailed bounce reports with contacts sorted by bounce cause
  - ✓ Print report details at any time with a single button click

## **EventCraft**

### **CRAFT**

- Automate Basic Event Settings
  - ✓ Easily set up basic information with direction and Google map add-ons
  - ✓ Define registration allowance by membership type
  - ✓ Close registration by registration count, by date, or manual action
  - ✓ Smart Event Fee Settings
  - ✓ Set payment to a flat fee, variable fees based on membership types, early bird fee/late fee based on a self-defined date, or combine all three factors
  - ✓ Completely self-definable fee structure
- Multiple Payment Processing Options
  - ✓ By check, at door or by credit card
  - ✓ Easy and reliable credit card processing with the lowest overhead to you
- Friendly Event Homepage Template Options
  - ✓ Select from several professional templates and freely customize them to your liking
  - ✓ Event details auto-fill event homepages, even when switching between templates
  - ✓ Auto-generated event registration link with customizable registration page
- Powerful and Intuitive “What You See Is What You Get” Event Editor
- Customizable Event Registration Interface
  - ✓ Select open or password accessed registration
  - ✓ The event registration page automatically patterns itself after the theme selected for the event homepage
  - ✓ Registration page and registration forms are entirely customizable

### **PUBLISH & PROMOTE**

- One Click Instant Event Publication
  - ✓ Publish the event homepage to the Internet and spread the word with the self-generating event URL
- Powerful and Targeted Event Promotion
  - ✓ Seamlessly cross promote your event by inserting the event registration link into MailCraft newsletters and Autoresponders
  - ✓ Unlimited event invitations and follow-ups can targeted audiences at exactly the right time
  - ✓ Special Event Registrant and Event Attendee lists let you follow up effortlessly



## MANAGE & TRACK

- Flexible Event Registration Management
  - ✓ Auto-updating event registration and payment with manual update backup
- Comprehensive Event Tracking Reports
  - ✓ A complete registration overview of published events with one-click details
  - ✓ Print or Export the event report to Word, CSV, or PDF format at any time

## CommunityCraft

### MANAGE MEMBER

- Custom Membership Types and Privileges
  - ✓ Self-defined membership types with membership fee, duration, and benefits
  - ✓ Seamless integration with ContactBase, MediaBase, and EventCraft
- Convenient Member Self-Management
  - ✓ Member update their own contact info, mailing list subscriptions and membership type, and manage their own membership fee payments

### CRAFT PORTAL

- Custom Member Portal
  - ✓ Customizable portal pages with definable access levels by member type
  - ✓ “What You See Is What You Get” portal page editor with HTML code support
  - ✓ Set up access privileges by different member types to member directory and other shared contents
  - ✓ Preview member portal as different member types at anytime
- Custom Portal Sign Up & Log In Page
  - ✓ Default pages auto-pair to look like your portal homepage
  - ✓ Completely customizable portal access
  - ✓ Preview Sign Up & Log In pages anytime, even while editing
  - ✓ Enable remote portal log in by inserting the portal Login Widget to social media sites such as Facebook and Twitter, or any place you can use HTML

## ContactBase

### ADD

- Openly Subscribable Contact Lists
  - ✓ Create, edit, order, or delete contact list with ease
  - ✓ Enable contacts to add and remove themselves to select contact lists
- Smart and Scalable Contact Importing
  - ✓ Import contacts one by one, copy & paste several at once, or import massive contacts from XLS, CSV, or TXT formatted files and update existing contacts at the same time

### ORGANIZE

- Easy and Automatic Contact Management
  - ✓ Move or copy selected contacts across different contact lists
  - ✓ Automatic removal of hard and soft bouncing contacts as well as contacts that opt-out
- Custom Contact Information Pages
  - ✓ Create, edit, order, or delete custom contact pages with new information fields



- ✓ Custom info fields with a variety of field types such as drop down list, multiple selection, radio button, date & time, and more
- ✓ Arrange and rearrange field order, height, and width to your liking
- Flexible and Customizable Contact Page View
  - ✓ Selectable field display, field order, and visible contacts per page
- Helpful Exporting and Printing Tools
  - ✓ Print contacts or Export them to Word, CSV, XLS, or PDF format files at any time

## SEARCH & SORT

- Robust Contact Search Tool
  - ✓ One click keyword search or filter contact by membership type
  - ✓ Sort contacts by any visible field in both ascending and descending order
  - ✓ Advanced search based on self-defined contact information criteria such as “premium member from NYC has a manager title from my email newsletter mailing list”
  - ✓ Advanced search based on contact past activities such as “forwarded my Networking Luncheon email to a friend between 06/08/2008 and 06/15/2008”
  - ✓ Auto-updated contact lists with clickable details
- Seamless Integration with MailCraft, EventCraft, and CommunityCraft
  - ✓ Contact lists selectable as recipients for MailCraft messages and EventCraft invitations
  - ✓ Provide membership database for privilege control setup in CommunityCraft
  - ✓ Each Contact's MailCraft, EventCraft, and CommunityCraft history are always available

## MediaBase

### BUILD & SHARE

- Simple and Scalable Media System
  - ✓ Create, edit, order, move or delete media folders with ease
  - ✓ Add files as links or embed videos and pictures directly into content
  - ✓ Add media files from anywhere, from your PC to anywhere on the web
- Set up media files with different access privileges for internal users and external members
- Flexible and Convenient Media File Page View
  - ✓ Sort each title field in ascending/descending order and define files viewed per page
- Seamless Integration with MailCraft, EventCraft, and CommunityCraft
  - ✓ Add to MediaBase and edit existing files when crafting in MailCraft, EventCraft or CommunityCraft without leaving the editor, and add media to the project at the same time
  - ✓ Share folders with members in the Member Portal according to their membership type

### TRACK

- Comprehensive Media File Report
  - ✓ Detailed total clicks report, including when, who, and where