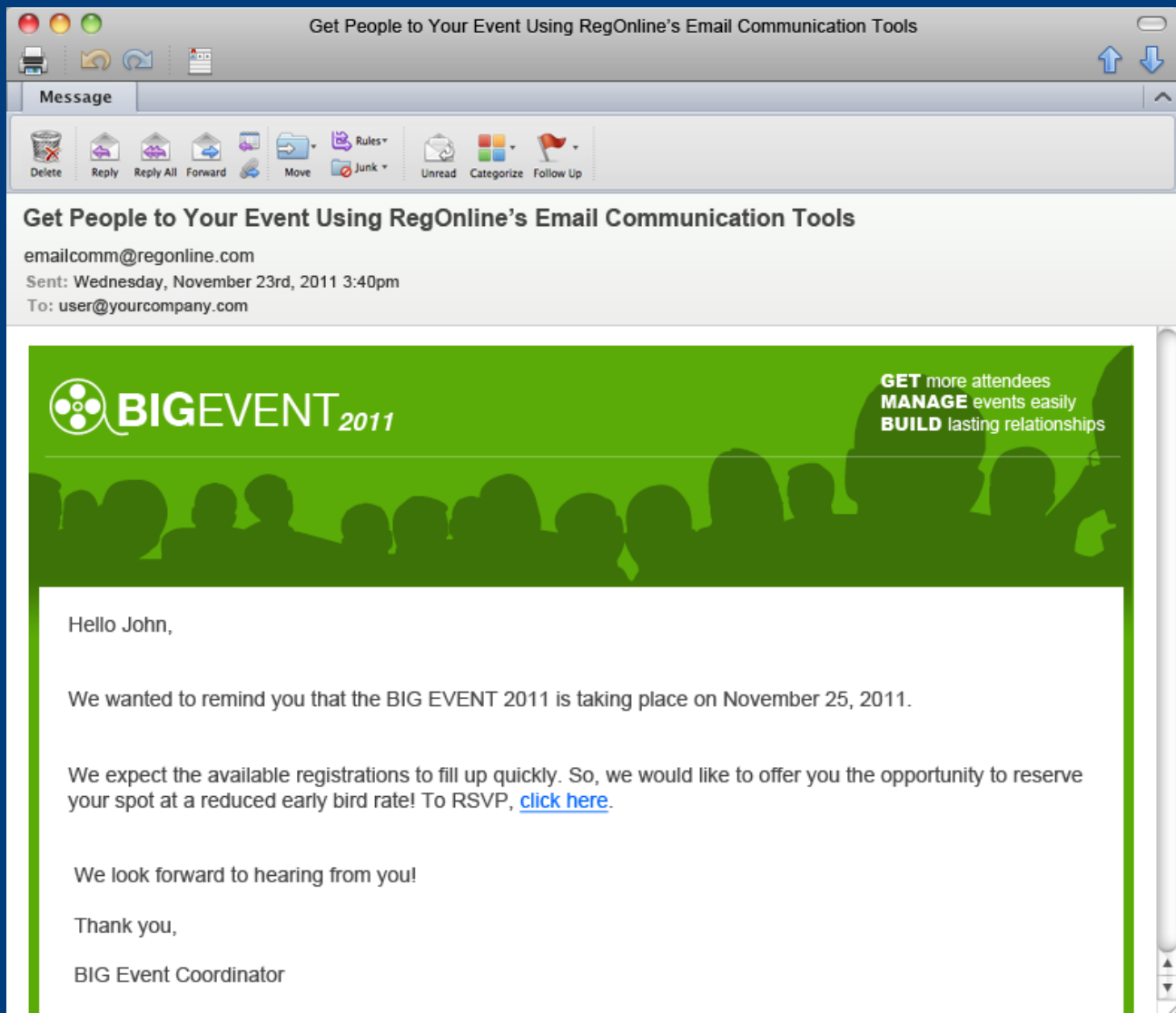




Boost event engagement before, during and after your event.

# Email Marketing



# RegOnline's Email Marketing Tools

**RegOnline's email marketing tools will not only help you get more registrations, but boost engagement with your attendees before, during and after your event.**

RegOnline's email tools work directly with your registration dashboard to help you drive more registrations earlier and to help you communicate more effectively with your attendees once they have registered. Our email tool set makes it really easy to create and deploy professional looking email campaigns, with the added benefit of email reporting. You can track open and click-thru rates and create other reports to help you understand who has registered and who has not. From there, you can build out trigger emails that go out automatically to make it really simple to stay in touch with your registrants.

**Family Fun Run (1016706)** [Close](#)

Registration Form Pages Theme Designer Event Website **Emails** [Preview](#) [Save & Stay](#) [Save & Close](#)

**Event Emails** [Help with This Section](#)

New Registrant	Returning Registrant
When a new Registrant completes their Registration: <input checked="" type="checkbox"/> <a href="#">Email a confirmation to the registrant</a> <input checked="" type="checkbox"/> <a href="#">Email you a notification</a> <input type="checkbox"/> <a href="#">Schedule a reminder email for the registrant</a>	When a Registrant updates their Registration: <input checked="" type="checkbox"/> <a href="#">Email a confirmation to the registrant</a> <input checked="" type="checkbox"/> <a href="#">Email you a notification</a>
When a Registrant does <i>not</i> complete their Registration: <input type="checkbox"/> <a href="#">Send a notification email to the registrant</a> <input type="checkbox"/> <a href="#">Email you a notification</a>	When a Registrant substitute another person: <input checked="" type="checkbox"/> <a href="#">Email a confirmation to the registrant</a> <input checked="" type="checkbox"/> <a href="#">Email you a notification</a>
	When a Registrant cancels their Registration: <input checked="" type="checkbox"/> <a href="#">Email a confirmation to the registrant</a> <input checked="" type="checkbox"/> <a href="#">Email you a notification</a>

[Preview](#) [Save & Stay](#) [Save & Close](#)

## Use RegOnline's email marketing tools to:

- Create and send professional looking email invitations at all stages of your event process
- Personalize email invitations automatically
- Upload, manage and segment email lists
- Track open and click-thru rates and produce detailed email reports
- Build out trigger emails to increase engagement with registrants

## Create Professional Looking Email Invitations with Our Exclusive Theme Designer Tools

Theme Designer, exclusive to RegOnline, provides you with the ability to create custom-branded email invitations that have the same look and feel your customers have come to trust. Match your logo with our custom color palettes, upload images or choose from a library of professionally designed themes. We support mobile previews for email invitations, making it easier for you to manage communications from anywhere, at anytime.

Create Email Invitation [Help with This Section](#)

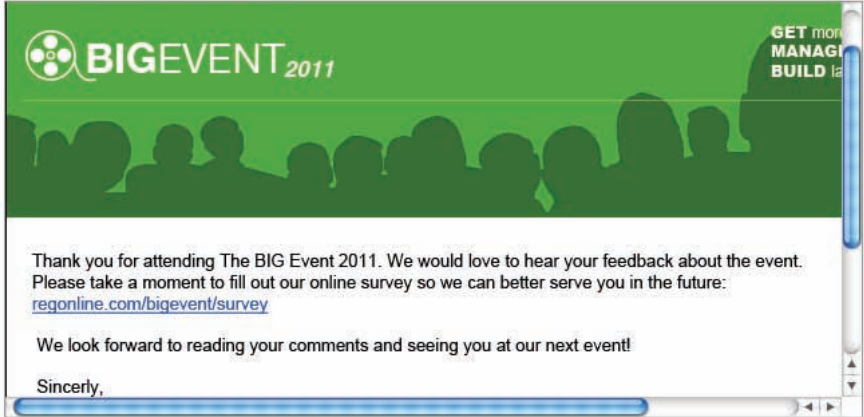
Basics **Theme** Content Review Delivery

### Theme

Select a theme below to style your email. Or select "No Theme" to design your own.

**Same as Registration Form**

**No Theme**



Thank you for attending The BIG Event 2011. We would love to hear your feedback about the event. Please take a moment to fill out our online survey so we can better serve you in the future: [regonline.com/bigevent/survey](http://regonline.com/bigevent/survey)

We look forward to reading your comments and seeing you at our next event!

Sincerely,

Previous Next Cancel

Create Email Invitation [Help with This Section](#)

Basics Theme Content Review **Delivery**

### Delivery

Select whether you want to save this email invitation as a draft, send it now, or schedule a time when you want it sent automatically.

Note: Emails can only be sent when associated with an event and a contact list.

- Save as draft
- Send now
- Schedule for later

Note: The exact delivery time of your email invitation may vary based on the current load on our email servers.

Previous Save Cancel

### Still have questions?

Use RegOnline, and our Email Communication Tools to run a successful event every time. For any questions, please contact your Account Manager directly or by phoning (303) 577-5151. You can also reach our Support organization by phoning (888) 351 9948, option 2.