



Your own branded corporate eCard platform with customized templates!

*Let's create something together!*



# EXPLORE OUR ONE-OF-A-KIND SOLUTION

eCards are great alternatives to those old-fashioned paper stock cards, as they allow companies to reduce the consumption of paper and adopt an environmental friendly approach. Because of the increasing age of technology and the wants of communities to save precious resources, many businesses rely heavily on eCards as part of their promotional, relationship-building and marketing campaigns.

We work with you to build stunning templates which compliment both your corporate branding and organizational needs perfectly. Also, you can manage your eCards through your exclusive online platform. This allows for an unlimited number of messages to be delivered – the possibilities are endless. All associates in your organization will have access to this online platform and will be able to easily send customized eCards to customers, partners, vendors, employees and more. The enhanced reporting tools show details about the eCards each associate delivers along with the success of each eCard campaign.

This platform gives employees in any department and any location access to a branded and secure way of promoting their corporate identity internally and globally. It gives all of your general staff the same tools to strengthen friendships, commemorate milestones and celebrate holidays and/or events.

# Highlights

## Your own company URL

Provide Zone1 with a URL (example; yourcompanyecards.com), or create your company sub-domain. Team Zone1 will set the platform on the desired URL, and you can proudly announce your eCard to your staff.

## Fully branded and customized

The platform and the eCards are fully branded and customized with your own artwork that conveys the message you have for your clients uniquely. A brilliant blend of high-quality designs and powerful features.

## One-Time branding and setup fee

Based on your requirements, Zone1 will discuss and recommend the right package for your project. Branding and setup fee is a one-time charge for the entire relationship with Zone1!

## Unlimited staff members

Enterprise level; don't pay by the number of users or their activities! Invite your all staff to register securely with your own email domain(s). Users are completely managed by your admin tool.

## Unlimited eCards delivered

Enterprise level; enjoy the freedom of "Unlimited Sending" for small to large business packages! No credits, no tokens and no paying by the number of sent eCards. Users can select and send unlimited messages.

## Track your success

You will have the tools to monitor the eCards used by your staff. Create different activities, bounced back, recipients and login reports, as well as get results on the success of each campaign.

## API/AD integration options

Integration with your Active Directory is a great opportunity to use our Single-Sign-On option, so your users don't have to remember more passwords to login. They can connect from your software applications.

## Your own designs embedding

If you would prefer to use your own designs, Zone1 will work closely with your creative team to ensure proper layout and template format in order to incorporate your artwork through the eCard platform.

## Multiple languages for global companies

Engage your global community users to share and communicate from one place, providing them with a platform covering multiple languages to switch between and use the language that best suit them.

## User-Community Ready

Additional to sending eCards to clients and vendors, this free optional module comes with 6 eCards enabling your staff share greetings internally on birthdays and work anniversaries!

## Data protection

Platform data is not "Shared Database" in order to provide maximum security and better performance. This means you will have your own database and it would be saved and managed on our own servers.

## Free live demo

Zone1 eCard platform is crafted for every business, and made to fit any type of business and shapes as well as size. The demo experience is as real as it gets before your own branded platform goes live!



*"We were very pleased with the Zone1 product, process and team that we worked with. From working on a tight deadline (delivering content before deadline!), to troubleshooting issues and adapting your technology to provide the voting function, we very happy with the results. My colleagues were impressed with the product, the card design, and the fact we met deadline (a new phenomenon for us, apparently)."*

*– Gwennan M. Hollingworth, CSR Fellow, The Hershey Company.*

# Why Zone1?

## Structure

Our eCard platform has been developed to run on your own branded corporate URL. Zone1 shapes the platform based on your organization's unique needs and sets it up under your present domain name, sub-domain, or register a new domain of your choice. Also planned and built-in is a variety of standard commanding tools and enhanced features for both users and admin(s).

## Techniques

You will receive a package that is tailored to meet the needs of your business, no matter the size and type. You could send unlimited number of eCards that can be delivered through personalized messages! The platform is customized and branded to match each client's identity. You will also receive fully customized and branded templates with the option to provide your own creative artwork!

## Security

All uploaded data, contacts, images and personalized messages are secured by Zone1 and protected through its privacy policy. Our privately-owned equipment and software are carefully monitored and updated by our on-site expert team with multiple security layers. Our business model focuses on the security levels, update, back-ups, and operations in a way that offers maximum protection for your business.

## Performance

We only use the most current Internet writing standards to ensure the content is structured for maximum web readability. We will perform a pre-production scope analysis that will define short and long-term goals, user navigation, marketing and public relation messages, timelines and budgets. Once this is done, we will then apply the standard rules for maximum performance.

## Analytics

Through secure logins, real-time reports and expert analytics, project manager will be able to monitor the eCards delivered by the team or any user of your platform effectively. The project manager will also be able to analyze any activities, conversion rates, user blockage ability, content sent in each message and more. What does this mean? You get to maintain and improve the user's experience as well as the success of each campaign!

## Experience

Zone1 has delivered a number of cost-effective and high-quality platform solutions for a wide range of businesses worldwide. Zone1's rapidly growing expert team consists of passionate and highly-skilled professionals who enjoy working with cutting-edge technologies. Each team member combines online knowledge with special coding techniques to achieve clients' goals.

# System Features





## Your Own URL

The platform will run on your branded corporate URL! Upon providing us with the desired URL (example; yourcompanyecards.com), team Zone1 will register the domain name on your behalf. If you prefer, you may register your own. Simply point to our DNS and let us do the rest! If you want your eCard platform to show up under your existing company URL (example; ecards.yourcompany.com), we will work closely with your IT department to make a simple host entry on your DNS. Once this has been done, team Zone1 will set up your branded platform, upload your customized eCards, test your system, and you are ready to go!



## Data Protection

The client is the sole and exclusive owner of the trademarks, logos and all other identification used in connection with the client, including client's authorized users. The uploaded data to the platform by the client and the authorized users, such as customized messages, email addresses, personal information and recipients' information, are properties of the client and protected from distribution, release, or any other use under the Zone1 Privacy Policy.



## Automated Updates

New updates are downloaded and installed immediately they are available, keeping your platform up-to-date. The update patches are performed to address security vulnerabilities in existing platforms and they contain bug fixes, new styles and navigation systems to assist in improving user experience.



## Network Restrictions

For the companies that want to take advantage of our platform for employee recognition, we have included a network restriction that could be implemented to close the network. This will restrict the ability to send eCards or general messages to the associates of your organization. The managers and employees communicate within the network and will not be able to deliver the messages to external e-mail addresses. The messages will stay within the provided email domain(s) network.



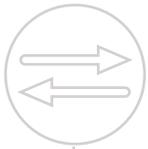
## Mobile Social

In this day of advancing technology, it's a fact that most people use their phones for everything; from email to Facebook. Our platform allows you to deliver a rich and engaging brand experience to any mobile device! In addition to this, your users will be able to work on their own mobile devices and operating systems to customize and send their eCards on the go! The specially designed mobile app will redirect your platform domain users to their secure accounts with ease! Zone1 provides mobile access to the branded eCards via the responsive website and/or via the downloadable app.



## Efficiency and Cost Effectiveness

Sending eCards can save costs and be more efficient than sending traditional print cards. For many businesses and institutions, mailing a traditional print card to clients, customers, donors, subscriber list, etc. is a cumbersome process, let alone the labor required. Usually, the time and money clients would devote designing and mailing print cards speaks inefficiency. Quite often, clients can save money and a lot of valuable time by opting to forward a business holiday eCard. Also, the recipient is furnished with a richer experience and clients can use online technologies with eCards to fulfill a number of marketing initiatives they have.



## API/AD Integration

Our platform has the ability to connect your software applications such as your intranet, internal programs and most popular apps to the eCard platform through API (Application Program Interface) to allow the transfer of certain information, as directed by the client, to the eCard platform. The API is a set of routines, protocols and tools for building and connecting software applications. Integration with your AD (Active Directory) is a great opportunity to use our Single-Sign-On option so your users don't have to remember more passwords. Zone1 will work closely with your IT team to specify the type of API or AD requirements and set the rules to make the connection happen and allow Single-Sign-On feature.



## Multiple Languages

With Cure, global organizations now have the ability to provide their associates with a platform covering multiple languages! You can create the full site in multiple languages, including all the site-pages, functionality, buttons and processes, giving the user the option to switch between the available languages. Engage your global community users to share and communicate from one place without the need to create multiple systems with different languages. This ensures a greater connection between your users, while making your brand and designs consistent at a convenient cost. The project manager will choose the desired language(s) and work closely with the Zone1 team to apply all the elements in the chosen languages.



## Brand Choice

eCards for each brand! This feature will allow your users to select from the available brands/logos, and they can apply the logo on the eCard with one mouse click (all in one screen and under the same design). This powerful feature will deliver significant cost and time savings.

# User Features





## Secure Access

The eCard platform provides your employees with a branded and secured way of promoting their corporate identity internally and globally. The Closed Platform version offers maximum security to its users. It features secure login upon email address verification and allows privacy and content protection.



## Activities and Actions

View a historical listing of every eCard delivered and monitor the recipients who have or haven't opened the eCards. You can also receive an email notification informing you of when a message is read. View, sort, modify scheduled eCards and manage them in the activity record.



## Contacts

Creating an address book allows you to easily generate an eCard mailing list. The address book is completely managed by the individual user. The user will have the ability to sort, update, add/or delete any contact. The contacts' list is equipped with standard fields to accommodate the imported details such as e-mail address, name, phone number and company name. Contacts can be entered manually or imported with Advanced Upload Component (AUC) via a CSV file.



## Import Contacts

The Advanced Upload Component (AUC) will automatically format your CSV file for proper listing. Upon notifying the user and receiving action permission, the Advanced Upload Component (AUC) will organize your contacts and remove the duplicated entries. This happens during the upload procedure, if you are not familiar with creating a CSV file, that's okay! Easy-to-follow instructions will be provided.



## Sync Contacts

The platform will help you keep track of hundreds of contacts across multiple sites and services. The syncing-your-contact feature will also help you to keep your contacts up-to date effortlessly.



## SMS Sending

Users can send eCards by text message as well as by email. To send eCards to text recipients, simply the users can add contacts' names and phone numbers as they build their own recipient lists.



## Distribution Lists

User-Managed Distribution Lists (add-on to the Address Book) allow users to create unlimited separate contact groups in order to channel specialized messages to each group. The Global Distribution List module allows the administrator to upload and manage corporate contacts for all registered users to view. Through this Master Distribution List, contacts can easily be added, modified, or deleted by the administrator, saving a vast amount of time and energy.



## Mail Merge

Mail Merge is the automatic addition of contacts saved in your address book to the message you send. You can add multiple recipients at once in order to facilitate sending your eCard. With Mail Merge, each message is a separate mailing. This means that each recipient will believe they are the sole recipient of each message. You can use Mail Merge to send the personalized eCards by name to recipients in your address book or in a distribution list.



## Scheduled eCards

You have the option to select a future date to deliver your messages. If a future date is selected, you will always have the option to push this date further or stop the delivery of the message, if necessary. The scheduled messages will be saved under the Scheduled Messages tab for easy overview and access. Once sent on the selected dates, the message will be transferred from the scheduled messages section to the history section. Schedule your Christmas or birthday eCards months in advance and never worry about them again.



## User Community

Additional to sending eCards to clients and vendors, There is an opportunity given to the users and to send auto-dated Birthdays and Work Anniversaries eCards to your colleagues! This optional module comes with 6 eCards enabling your staff share greetings internally on their events! The built-in platform features will automatically schedule the eCards to be sent in the stored dates.



## Reminders

Use the Reminder's Calendar to create unlimited reminders to help you to keep-up with important events. You will have the option to control how the reminders are delivered to you! Also, you have the option of selecting whether to receive reminder notifications or not. If you prefer to receive reminder notifications by email, turn the "Reminders" feature ON. If you prefer not to receive them, turn it OFF. Also, you can edit or delete reminders from your calendar.

# Admin Features





## Detailed Reports

With the Dated Reports feature, you will be able to easily specify certain dates/periods to generate the reports you desire. Dated Reports has proven to be a very useful tool to retrieve information quickly and efficiency. You will have the chance to view a historical listing of all eCards delivered by all users, as well as the ability to view the amount of eCards sent out by each associate.



## view Rate

The ability to evaluate the conversion rate for each campaign is included in each standard report. This will give you a clear view on how your campaigns perform through their cycle and the overall performance of the platform. These conversion rates will help you plan for your next campaign. You will also find a more-improved user experience through notification and posting special notes specific to each campaign.



## Global Distribution Lists

These lists are created and managed by the site admin only for adding corporate general contacts to different lists. Once a global distribution list is created, it will become visible to users in the directory of distribution lists, from which they can now select contacts to send eCards to. These lists are very helpful for businesses who would like to store general contacts in one place, and with access to sharing the contacts with users. Users may view the contacts and send eCards to them. However, they will not be able to delete, update, or modify any contact on these lists, as only the admin can perform these actions.



## Automated Special Occasions

Special Occasion eCards are templates created by the admin with mostly fixed dates, such as those for religious holidays, anniversaries, events, etc. The users may access special occasion eCards, customize messages and add their own contacts before sending. The users will be allowed to set their own delivery date up - to one week - before the date of the occasion. Special occasion eCards are also managed by the admin.



## eCard View

This optional report and feature gives you the ability to view a copy of sent eCards including the personalized message that was generated by your user. This will allow you to see how your sent messages look and whether they were sent with your company's personal standards or not. Based on the access to the sent messages, the project manager will be able to carry out actions like performing a training session, deciding the need for changes, and more.



## Bounce Back Control

Our 505/Bounce Back Report Generator is designed to create a list of the returned and failed messages. The report details will specify the reasons for the delivery failure, type of bounce (soft or hard), failure code and a list of failure codes clarification to ensure you understand each properly. This will assist you in many things, including, but not limited to, advising your users to update their contact lists to perform in an up-to-date manner.



## Announcements

You will be able to view a list of every associate within your organization that has registered on your platform. The list will include any information related to the user. Thus, it is a great way to communicate with your registered users and you will be able to send them messages directly from your admin area. These messages may contain instructions, announcements, assistance and more. You might also want to notify them about any upcoming campaigns along with the launch dates. Communication messages are completely managed by you. They can be sent via email, launched upon user login, or both.



## Send on Behalf

If you would like to send eCards on behalf of your company to clients and vendors, Zone1 will set your account as a Super User account. When you customize your chosen eCard, a list of all of your users will be given. You will be able to simply select the names from the list to include in your message. This works very well with the Digital Signatures feature to include and manage the signatures in a professional way.



## Manage Users

The 'Manage Users' feature is an excellent feature to keep control of all activities and performance of your platform. You will be able to add or import new users and send them automated invitations with temporary passwords to set their login credentials. You will have the opportunity to activate or deactivate registered users and keep user record up-to-date. User Group: Executives will have access to eCards which are not visible to regular users. Editing user information or deleting actions are available as well. Once a user is deleted, the user will not be able to access the platform anymore.



## Manage eCards

As an admin, you will be able to manage the eCards by making them active or inactive. Executive eCards are exclusive templates designed to be used by the corporate executives only. However, you will have the option to make the eCard visible for executives only or for everyone (All users).

Tyson Waters

- Dashboard
- eCards
- Contacts
- Calendar
- Activity
- User Community
- Help
- Log Out

**Last Login Today**  
Tuesday, 10th August, 2021 02:23:07 PM

**Member Since 462 Days**  
5th May, 2020

**eCards**  
Scheduled: 0 Sent: 28

**Contacts**  
152

**View Rate**  
Number of viewed eCards vs not viewed and bounced

82.14% View Rate. [Learn More](#)

**Activity**  
Number of sent eCards in the past 6 months

6 months

**Top 5 Recipients**  
Based on the greatest number of received eCards

Recipients	eCards sent
recipient1@email.com	9
recipient1@email.com	9
recipient1@email.com	3
recipient1@email.com	2
recipient1@email.com	1

**Top 5 Templates**  
Based on the greatest number of sent eCards

Template	eCards sent
Joy and Happiness!	7
Thank You!	3
Curve Promo	3
Happy Valentine's Day!	3
Happy Birthday Dear!	2

**Feedback**  
Send your feedback, questions, and suggestions

Your feedback

**Recommend our platform to others**

Recipient Name:  Recipient Email:

I would like you to check zone1.ca. This corporate eCard platform is powerful, branded and customized to any business needs. You can try a full demo at: <https://trial.zone1.ca>

Nancy Collier

- Dashboard
- Manage eCards
- Special Occasions
- Users
- Announcements
- Reports
- Manage Unsubscribers
- Log Out

**Total Users**  
228  
Active Users: 203

**eCards**  
Scheduled: 1 Sent: 165  
Since account creation: 05/05/2020

**Total Recipients**  
97  
Since account creation: 05/05/2020

**Total Contacts**  
1885  
Contacts uploaded by all users

**License Renewal**  
142 Days  
Next Renewal Date: 31/12/2021

**View Rate**  
Number of viewed eCards vs not viewed and bounced

71.52% View Rate. [Learn More](#)

**Activity**  
Number of sent eCards in the past 6 months

6 months

**Template Status**  
Active and inactive templates

Total Templates: 21

**Users**  
Activation status rate

89.04% Active Users

**Logins**  
Number of users who logged in this week

This week login activity

**Top 5**  
Most active users

User	Sent eCards
UserName1	29
UserName2	28
UserName3	8
UserName4	7
UserName5	7

**Latest Registrations**  
Last 5 registered users

Date	User	Status
30/07/2021	UserName1	Active
29/07/2021	UserName2	Active
19/07/2021	UserName3	Active
08/07/2021	UserName4	Inactive
02/07/2021	UserName5	Inactive

**Feedback**  
Send your feedback, questions, and suggestions

Your feedback

You can use my feedback as a testimonial

**Recommend our platform to others**

Recipient Name:  Recipient Email:

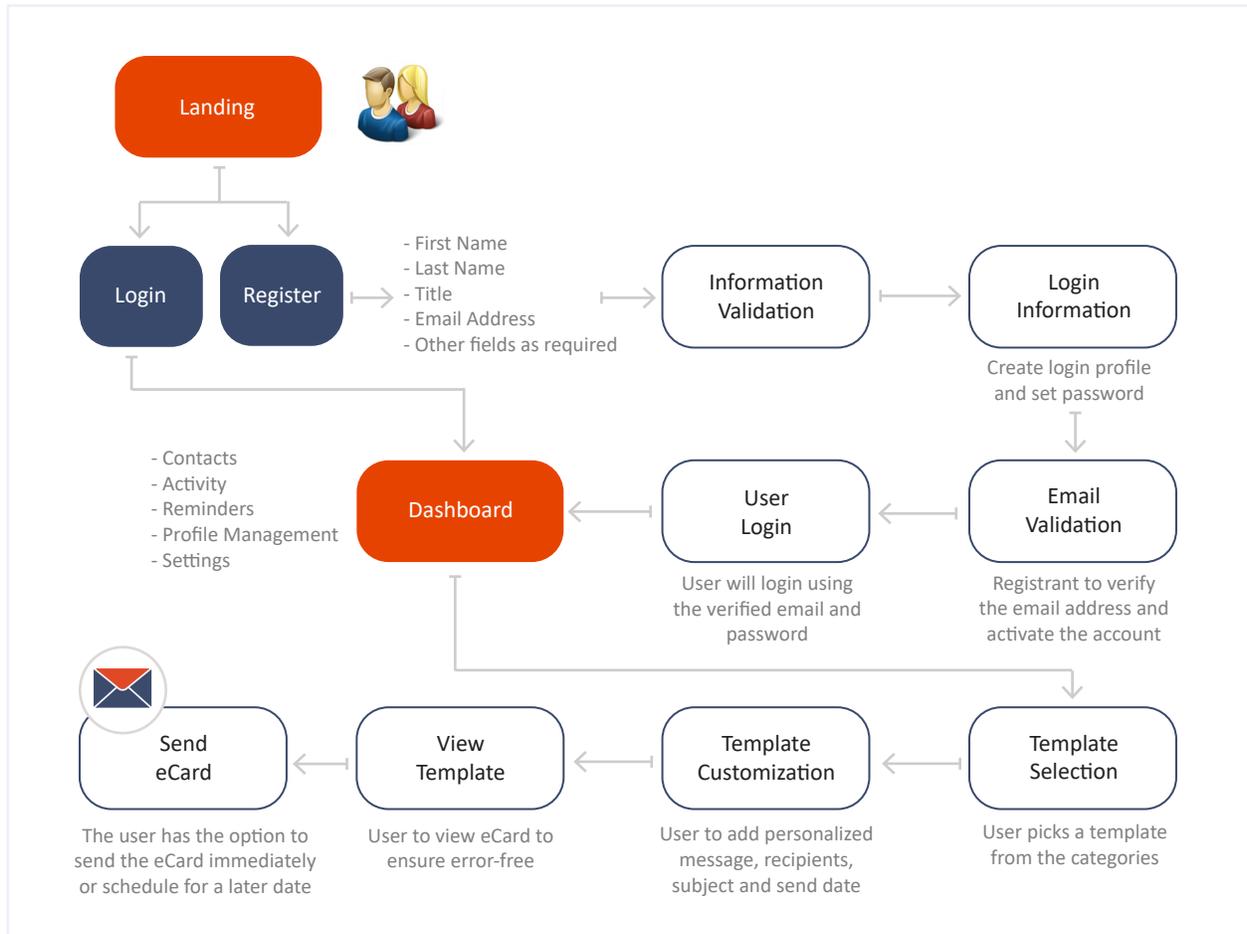
I would like you to check zone1.ca. This corporate eCard platform is powerful, branded and customized to any business needs. You can try a full demo at: <https://trial.zone1.ca>

# Work-Flow & Template Types

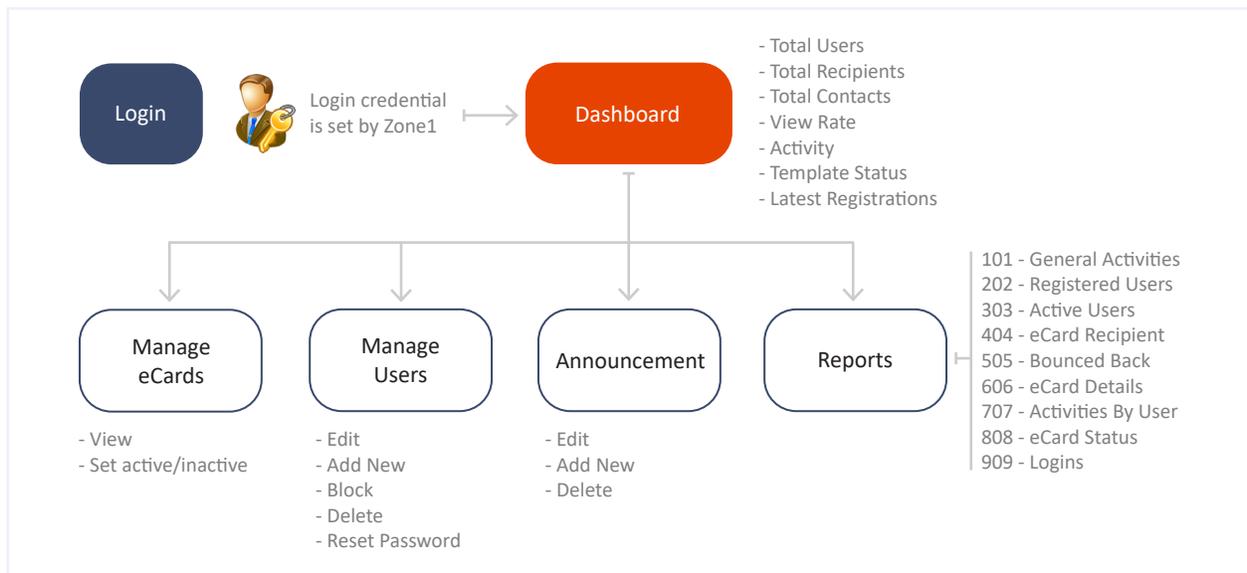


# Work-Flow

## USER

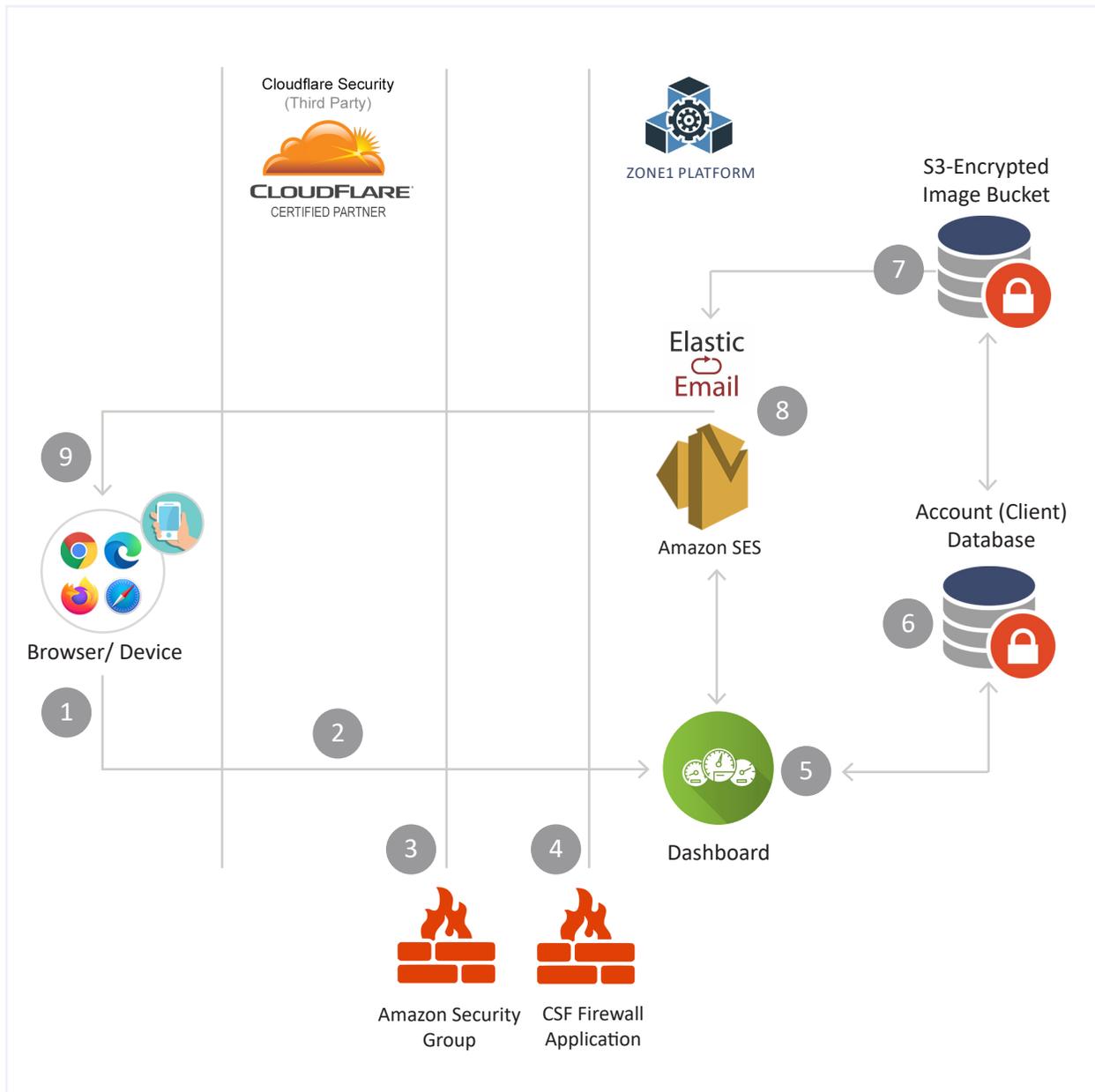


## ADMIN



# Work-Flow

## DATA



1. The browser requests the URL for the client's platform.
2. The request will go through the "Cloudflare" security for DNS redirection.
3. Cloudflare redirects to the Amazon Security Group.
4. The request will get examined by the CSF Firewall Application.
5. Dashboard serves web application to the browser with available actions.
6. The dashboard requests data from the Client's protected DB Bucket.
7. Dashboard retrieves images from the S3-Encrypted Image Bucket.
8. Information is collected and verified. Sending process will go through ElasticEmail, or Amazon SES email services (Based on the Client's platform setup) for sending and tracking.
9. Results are sent to the browser.

# Template Types



## Standard

The standard eCard template provides you with a simple, clean, and email-friendly eCard. All standards are implemented to ensure proper delivery. [SIMPLE AND CLEAN]



## Animated Video

Animated objects, videos, illustrations, and your favorite music can be delivered to your recipients to guarantee an unforgettable user experience. [RICH AND INTERACTIVE]



## Photo Upload

Allow your community users to upload photos and create their own eCards with personalized messages. Users will be able to manage their own photos. [STRONGLY IDENTIFY YOUR BRAND]

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## Your Own Designs Embedding

Our expert designers will be more than happy to provide ideas, create mock-up designs, and customize your eCards with your branding. However, if you would prefer to use your own designs, there are options to incorporate your template artwork through the eCard delivery platform. In each of these cases, Zone1 will work closely with your creative team for guidelines and specifications to ensure proper layout and template format.

# Clients



# Brands We've Served



"Being in 52 countries worldwide, your service allowed us to uniformly communicate to our partners. The site was easy for users and everyone at Zone1 was quick to assist. Thanks for making us look so good!"

– *Keely Wade, Marketing Manager, Hard Rock International.*

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"Zone1 performed an excellent job, quickly addressed our issue and provided a simple and easy-to-use solution. I was impressed with their engagement with the challenge and the professionalism of their approach. Zone1 team combined rigorous analytical with creative skills and innovative solutions. Quick turns and response was the key to deliver the work on time and on budget. I would not hesitate to use Zone1 again as they provided excellent final product that was critically needed."

– *Aziz Mohamed, Director of Corporate Marketing, hp Middle East.*

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"I wanted to take a moment to thank-you and your team for the incredible job on our 2008 eCards project. Thanks to you our project was completed on time and on budget and delivered a great finished product. Your positive attitude and personal mantra that "anything is doable" made working with you under often tight timelines, an absolute pleasure. We continue to rely on you to guide us within the industry best practices for e-marketing and appreciate your new and innovative ideas to further increase the functionality and usability of the site. Please feel free to have prospective clients contact me as a reference."

– *Nicole Francis, Senior Manager, MTS Allstream Inc.*

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"Zone1's technology and service has enabled ACCO Brands to launch our global recognition program (ACCOLades) throughout our global footprint. It has been a great success and would not have been possible without the teamwork of our partners at Zone1, thanks."

– *Sean A. Nelson, SPHR, GPHR, VP, Global Talent Management & Organization Effectiveness, ACCO Brands.*

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"On behalf of all the employees at TRS, I would like to extend my thanks to you, and your entire team for doing an excellent job. The eCards you created for us are top-notch. Additionally, you were so helpful in setting up our eCard platform. It has been a joy to share the quick and easy process with my co-workers. I anticipate that they will begin sending e-mails in the near future. I know they will be as thrilled with the process as I was!"

– *Cynthia L. Franklin, Senior Marketing Manager, Transamerica Retirement Services.*

"We were very pleased with your custom ecard application. The development and setup process was painless, and Zone1's customer service was very responsive. Our users were impressed with the ease in which they could quickly send a personalized holiday greeting to their business contacts. We would not hesitate to recommend Zone1."

– *Paul Coco, CFO, Bamberger Polymers, Inc.*

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"With over 4,000 employees, sending eCards on behalf of everyone's' business contacts seemed daunting. Zone1's eCard web application made the process easy, efficient and affordable. The Zone1 team was easy to work with and flexible to our needs. The set up process ran smoothly and timely. Upon rolling out our new eCard site, we received wonderful feedback from the user community. Users found the system simple to use and intuitive to navigate. I would not hesitate to call on Zone1 again in the future."

– *Scoti Ann Nadig, Graphic Services Manager, Communications Group, Forest City.*

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"I was very pleased with my experience in working with Zone1. The turnaround was done very quickly, Moody and the team were very accommodating in the customization of the platform and an overall full force strive to deliver us the best results, which we appreciated greatly. I would highly recommend Zone1's product and services. Thanks to all!"

– *Tina Macris, Studio Project Manager, Morneau Shepell Ltd.*

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"You made what is normally a very stressful project, quite painless. What other companies shied away from you met head on and came up with a reasonable solution at a suitable price. Thanks so much for delivering a really beautiful holiday card that we are quite proud to share."

– *Chelsea Dunbar, MOI Solicitors, McCullough O'Connor Irwin LLP.*

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"We were very pleased with the ease of use and options of the eCard solution. We use it for seasonal greetings, thank yous and other events and it has proven quick and customizable for our messaging. We can recommend it."

– *Charles W. Pley, J.D., Immigration Solutions Law Group.*

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"We were very pleased with the Zone1 product, process and team that we worked with. From working on a tight deadline (delivering content before deadline!), to troubleshooting issues and adapting your technology to provide the voting function, we were very happy with the results. My colleagues were impressed with the product, the card design, and the fact we met deadline (a new phenomenon for us, apparently)."

– *Gwennan M. Hollingworth, CSR Fellow, The Hershey Company.*

"The team at Zone1 went above and beyond to meet our expectations for our Firm's Holiday ECard. We were thrilled with the quality, quickness of production and responsiveness to our questions. We now have a quality piece our Firm can feel good about, and we will definitely be using them in the future."

– *Sarah J Blackmon, Marketing & Event Coordinator, Smith Anderson.*

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"Zone1 gets a 10! From the exemplary customer service (ask for Moody) to understanding our goals as a non-profit organization, this has been one of the smoothest roll-outs I have been a part of. They delivered ahead of schedule, were responsive and understanding throughout development and a number of unforeseen modifications (our errors, not theirs). The system is stable and well built, user friendly, packaged well, and their customization made it a perfect fit for us. Highly recommended!"

– *Julie Katzer, Online Development and Marketing, Kidsave International.*

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"I am an author and require a website to showcase my books, one that can be easily updated as new material is released. Upon the recommendation of one of their other clients, I contacted Zone1 about six years ago. The team proved nothing short of excellent. They worked with me to design a site that met my specific needs, they maintain it and update it several times a year. Just recently, Zone1 and I concurred that the time had come for an updated design. The job was quickly completed, and it was done on their test server, so there was no down time on my own website until it was time to bring the new one live."

– *Pauline Griffin, From the Mind of P.M. Griffin.*

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"All of the team were very helpful in assisting us in designing our holiday eCard fast and efficiently. We told Zone1 what we wanted and they delivered! The whole process ran smoothly. We are pleased with the work Zone1 provided and very pleased with the final product. We look forward to working with Zone1 again in the future."

– *Vanessa Braud, Office Manager, Hacker, Douglas & Company, LLP.*

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"We used Zone1 to create our Holiday eCard platform and were very happy with the results. With Manulife being such a large company with high demand for holiday cards we needed a fully customizable solution with options for choice in cards and personal messages. The platform was customized in both English and French and allowed for easy user interaction, branded logo selections, personal messages and mass sends. Thanks to Zone1 for the quick turn-around and availability on any issues, a truly customizable ecard solution for any company!"

– *Sam Egleston, Brand Partner, Manulife Canada.*

"Thanks to "Zone1" and the support. I was able to send out Christmas Cards this year. They literally held my hand through the process, which was a huge help. I will be back next year. Sending ecards not only cuts the cost of reaching more customers if we were sending paper cards, but the response from our customers is very positive. We received many compliments on the card. This year we reached out to more than 2000 customers. THANK YOU FOR YOUR SUPPORT... It was greatly appreciated."

– *Carmen Calderon, Office Manager, Matt-Chlor Inc.*

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"Zone1 team was extremely helpful in getting our ecards site up and running. They also gave us lots of advice to help grow our new business."

– *Mark and Carolyn Gavin, e-jots*

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"We enjoyed using the platform as it has made sending Christmas e-cards easier. The platform is very straightforward and easy to use. We were even able to track who opened the cards and who did not, which proved to be useful for our team follow-ups. Overall, the platform has saved the team a lot of time and effort due to its simplicity and practicality, especially during these times when we don't have the opportunity to meet and thank our clients in person."

– *Pascaline Courtois, Marketing Coordinator, Centurion Asset Management Inc.*

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EDITOR'S PICK

## THE BENEFITS OF ECARDS

One may think that the usage of eCards is not currently in use owing to this era of social media and other forms of instant messaging. However, numerous businesses still rely on eCards for promotion, building relationships, as well as in marketing campaigns. The usage of eCards has indeed been on the rise, with statistics indicating that unique visitors to online eCard sites rose from 10,264,000 in October 2013 to 16,921,000 in November 2013, a rise of 65%. The usage in December the same year was 19,881,000, a rise of 17%. Such increases may be owed to the fact that digital printed cards are uncomplicated and preferred by many online shoppers for their simplicity and convenience.

A major advantage of eCards is the kind of personalization provided to the clients. With customization of business eCards, business relationships are taken to the next level, particularly when a personal touch is added to the cards. For instance, a company may affix some unique photos of the office or employees depending on the recipients of the cards. The unique photos may include a usage of the clients' items which is intended to signal satisfaction.

Another important benefit of eCards in businesses is easy targeting. Electronic Cards bring in an element of relevance and they make the recipients feel unique and important. Diversity is embraced where cards are sent depending on the tastes and preferences of the respective recipients. While sending eCards, it is prudent to utilize advanced targeting software which allows the company to sort out the mailing lists according to business peers. This aspect allows for advanced relationships where cards are sent relevant to the clients' tastes.

Besides, it is critical for companies to recognize the need for reputation management. While reputation is important, eCards are a perfect solution for attaining the goal of reputation building. Basically, reputation is created in the eyes of the peers in the industry as a company has to create a bench mark for other companies to follow. Indeed, through the use of eCards, online companies have been able to build their reputation, especially during celebrations.

Electronic Cards are also a better strategy for companies to go green, which is very important in the modern age. Companies that embrace green operations have an edge over non-green corporations. These companies are viewed as being responsible to the environment which is critical in creating a brand image. When a company sends eCards, the recipients will recognize the efforts of the company in reducing carbon footprint. The eCard industry is therefore set to grow with benefits being felt by online clients and the online companies reaping good profits from the venture.

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