



i ismart[®]

www.ismartsoftware.com

➔ online website + email software modules
for small to medium companies



Save time and manage your online business more efficiently with iSmart modules.

Choose a system that's right for you today and if your needs change you can easily add-on additional iSmart modules.

- one of the worlds easiest to use online software programs
- all modules are online, no installation needed

About the Company

Established in 1988, Smartype is a leading developer of websites, online solutions and web-based applications for small to medium companies.

Under its iSmart Software brand, Smartype distributes a range of user-friendly, web-based applications which assist clients in building and maintaining their online presence and promoting and operating their businesses.

Products

iSmart Create – website content management software (cms)

iSmart Bulletin – high-impact email marketing software

iSmart Announce – eNewsletter system with it's own mini website and archive

iSmart Shopper – online store

iSmart Membership – mini crm to manage memberships and renewals

iSmart Events – a mini online booking system for events and course bookings

iSmart Locator – sporting club or dealer locator tool

iSmart Shopping Centre Directory – retailer locator

Support Services

Professional Website Design

Search Engine Optimisation [SEO]

Marketing

Case Study #1 – RETAILER

Dreamtime Kullilla Art sell artworks produced by well-known local Australian artist Michael Connolly.

Requirements

Not only did Michael and his wife Jo want a vibrant and exciting website to sell their artworks worldwide but they also wanted the flexibility to add new pages with no restrictions or limitations.

Solution

Jo and Michael were referred to iSmart Software and have not looked back. They now have a fantastic website that they control.

Create + Shopper = Retailer

Case Study #2 – SERVICE COMPANY with WORKSHOPS

Editor Group provides clients with high quality editorial and training services.

Requirements

Editor Group wanted a website to showcase their services to corporations and government agencies along with an online booking form for their writing and proofreading courses. They also wanted to send highly visible email broadcasts to their marketing lists.

Solution

iSmart Software modules are so easy to use that the staff at Editor Group can easily publish their course information and invite clients to book and pay online.

Create + Bulletin + Events = Service Company with Workshops

All iSmart Create sites include:

- Self managed website
- Support for your own domain name
- 250 MB of storage
- Unlimited Email Addresses
- Email aliases, auto responders and WebMail
- One Home Page, unlimited content pages
- Unlimited Contact Us Forms
- Complete control over pages & navigation
- Custom designed page templates
- Automatic Backups
- Search Engine Helper
- Weekly & Monthly website statistics reports
- Registration onto top search engines
- iSmart File Manager - online file storage
- iSmart List Manager - database to collect email addresses for online marketing

Also included are a variety of 'pluglets' which enable you to add functionality to your site. These include contact forms, multimedia support for video and sound, a search facility, scrolling text tickers, an online poll, as well as photo gallery and slideshow tools.

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