TOURISM PROMOTIONS BOARD NEWSLETTER SYSTEM

System Requirements

Tourism Promotions Board Newsletter System / Mailing List System

The TPB Newsletter System, is an email marketing platform that can promote events, businesses across email, social, landing pages, shoppable landing pages, postcards, and more — all from a single platform.

It helps also to collect data about contacts and turn those insights into action. With a holistic view of your audience, you can learn what they like and create campaigns that feel like conversations.

PRIMARY FEATURES

1.   Drag and Drop Content Editor with Source Code Editor

Create a professional-looking email in no time! Choose to start with a template email template library, or build a new design from scratch.

Can add the blocks and style that you want using the intuitive drag & drop builder to perfectly match the brand.

2.   Unlimited Contacts with Customer Relationship Management

The newsletter system can upload unlimited contacts, and organize the contact details based on groupings and location.

Store all of the information about contacts, including notes from a previous call or meeting and relevant documents that you upload directly into the CRM contact profile. It can manage necessary updates once, without having to remember everywhere else your contact data lives.

3.   Ready-made templates

The newsletter should have ready-made templates for user-friendly and easy to use campaign designs.

4.   User-friendly Sign up Forms for subscribers.

The newsletter system can build professional signup forms in minutes using the drag & drop form builder! Choose colors, add images, and create text that matches your brand and encourages your website visitors to sign up.

5.   It has an Advance API System with transactional API and promotional API.

The system has API, SMTP Relay, or eCommerce plugins, or marketing automation. That is used for websites or applications and sets up for order confirmation emails, password reset messages, and other email notifications with ease.

6.   Advanced Report

The email system should have advanced reporting capabilities that can show the number of sent email messages, blocked, deferred or undelivered email messages.

It can be downloaded via excel, or pdf.

7.   No Downtime

The email system has no downtime, and the server should be 24/7 available.

Others:
The system can track down the number of unsubscribe requests.
The email campaigns should be mobile friendly.
The system can generate its own API Forms.
The provider should be responsible for management including but not limited to creating, customizing and maintaining the newsletter campaigns, monitoring the email communications, and reports.

TECHNICAL AND SYSTEM REQUIREMENTS

Email Gateway / Email Marketing System

❖   Mobile-friendly email designer
❖   Email template library
❖   Email & SMS personalization
❖   No daily sending limit
❖   Send time optimization
❖   Facebook ads
❖   Retargeting ads
❖   Has HTTP API Integration
❖   Up to 1 Million emails/month

- ❖ Facebook ads
- ❖ Marketing automation
- ❖ 5 Landing pages (up to 20)
- ❖ 3 users access (up to 10)
- ❖ Phone support

SUPPLIER REQUIREMENTS

1. The Provider must be a VAS-License company under National Telecommunications Commission (NTC) (Must submit an equivalent Certificate).
2. The Provider must be a Department of Information and Communications Technology (DICT) accredited cyber security provider (Certificate of Accreditation).
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*** Nothing Follows ***