

We are implementing WrapMail

We are about to implement WrapMail for the employees that use email and to give everyone an overview of how this works and what to look for we have created this memo.

About WrapMail:

WrapMail is a software system that "wraps" all our external emails in a dynamic interactive letterhead. This will make every external email we send a marketing tool that will build brand equity and promote our products and services. The recipients will be able to click on different elements of the Wrap and then be taken directly to specific portions of our website. The Wrapping process happens on a Server so the senders will not have to learn anything new nor will you see the Wrap when you compose the email.

WrapMail also will give us much valuable research information since the system creates reports of what recipients are clicking on and this data will be very beneficial in helping us focus on what clients and prospects are interested in.

Today our emails do not generate any business whereas WrapMail's claim to fame is that they drive people to their client's website, very often based on emails from non-sales people or forwarded emails!

A feature called "Instant Click Alert" is enabled and this means that you will get an email from the system within one minute after someone clicks on the wrap around an email from you.

You will find a lot more information at their website: www.wrapmail.com

Potential problems you may encounter and solutions

Problem:	The recipient does not like the Wrap around the email
Solution:	Let IT know and this recipient will be added to an exclusion list
Problem:	Recipient claims the email ended up in SPAM or JUNK
Solution:	Ask the recipient to click one time on "this is not Junk/Spam" and the problem should go away. If the problem remains then tell IT and they will add the recipient to the exclusion list.

It will be VERY rare that you encounter any problems due to WrapMail BUT anything can happen as we all know. We truly feel that WrapMail will benefit our organization and ask for your patience, understanding and cooperation.

A good preventive measure would be to send your contacts 2 emails, one wrapped and one not wrapped. To not wrap an email simply start the Subject field with two dots (..) and that particular email will not wrap.

Suggested email to external contacts when starting the WrapMail Service:

Dear xxxxxxx

Our company has just started using a new service from [WrapMail, Inc.](#) that surrounds all our emails with a dynamic, interactive letterhead and this way we can communicate with pictures, links and text more about our company and our services.

I will send you two copies of this email, one that has the wrap and one without. If you get both emails you do not need to do anything but if you only get the non-wrapped version then please add my domain to your white list and also let me know.

If you would rather not receive the emails on our new WrapMail letterhead then simply click the link on the bottom left to opt out from the letterhead; the whole idea is to make email even more informative and efficient and is not meant to be a nuisance.

Thank you!