



Carma Headlines

electronic newsletters in a perfect house style

- Send out newsletters in your house style
- The correct layout with every mail reader
- 'What you see is what you get' editor
- One address per newsletter or e-mail
- Insert pictures and hyperlinks
- Use of lists and paragraph styles
- No installation needs at workstation

For Your Newsletters

Carma Headlines is the perfect tool to create electronic newsletters and e-mails in the correct layout of your house style. All house style related issues are integrated into templates. Logo, font, and paragraph styles are set up automatically. You only have to focus on the content of the message. And: it only takes a second to create!

The Perfect Layout

Recipients of your newsletter, no matter which mail reader they use, will always receive your newsletter in the format you want it to be in. What you expect it to look like, it will simply look like.

Ease To Use

Text editing within Carma Headlines works like text editing in Windows programmes. You press one single button, and text is made bold, italic or underlined; paragraphs are formatted as normal text, bulleted or numbered lists.

You see directly how the text will eventually look after being formatted. 'What you see is what you get'!

No Training Requirements

Because of the very recognizable Windows interface, you can start to work immediately with Carma Headlines. Time and budget consuming training of staff is not necessary.

Web Based Application

Carma Headlines is used within Microsoft's Internet Explorer, a browser installed on almost all available systems. Therefore, it requires no installation. Even though it is a web based application, Carma Headlines works independently from an internet connection.

The Advantages

Carma Headlines offers many advantages:

- ✓ Creating and sending of newsletters
- ✓ Send mass and individual e-mails
- ✓ Guaranteed correct usage of house style
- ✓ Guaranteed correct layout
- ✓ Template based system
- ✓ Extreme ease of use
- ✓ Interconnection to Outlook address book
- ✓ Support of personalised messages
- ✓ Marketing instrumentation
- ✓ Separation of content and layout

Communication Platform

Carma Headlines is part of the Carma DocSys Suite, an integrated platform for all digital communication working with a defined house style.

Get acquainted with Carma Headlines

More information on Carma Headlines and Carma DocSys can be found on: <http://www.docsys.nl/headlines>.

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