



Your Email Matters:
Insights and Inspiration

Table of Contents



Email Cannot Be Replaced

Explore the reasons why email continues to be the best technology for all of your communication needs, regardless of your audience.



Your Email Matters

Discover the many ways in which email lists make an impact in people's lives, whether professionally or personally.



You Can't Afford Not to Use Email

Find out about the benefits that email provides and why it's the most indispensable communication tool available.



Get More From Your Email

Learn how you can get the most out of your email list communication with L-Soft's solutions and experienced support staff.

"Despite the huge changes in digital technologies, email has stood the test of time and continues to be used in every organization across the world."

*– Lisa Vincent
Operations Manager
JISCMail*

Email Cannot Be Replaced

Email is woven into our daily lives in a way that social media and other online activities simply cannot match.

Pew Research Center's landmark study and others consistently rank email as the top online activity in every age demographic. There are approximately 2.5 billion email users around the world, giving us a much wider reach with email communication than any social media.

Email lists provide flexibility for the most diverse and comprehensive communication options with our audiences, enabling one-way and two-way engagement with email announcements, newsletters, discussion lists and email communities of any type.



Let's take a more in-depth look at the many ways in which our email matters, why we can't afford to not use email, and how we can get more out of our email, with less.



Your Email Matters

Why? Because, simply put, email is a part of our everyday lives, and virtually every adult who uses the Internet uses email. From accessing valuable work-related information and networks, to getting tailored, relevant marketing content of our choosing, to finding support and community for the most human of purposes, email is the primary communication tool that people rely on in their professional and personal lives.

"It is well known that email lists are the most economical and effective means of global communication and information exchange between large numbers of people. Many people are benefiting from our lists, especially subscribers with a focus on rare forms of cancer, as well as those living in communities where resources are scarce."

– Gilles Frydman
President

Association of Cancer Online Resources

***"I rely on the wisdom of my Research Administration
LISTSERV list colleagues to help me in my decision-making."***

*– Carolyn Elliott-Farina
Director, Contracts and Grants Administration
Kennesaw State University*

***"The information, advice, and support my husband and
I received on the Autism LISERV list starting in 1994
were invaluable, and a strong contributor to how well
our daughter, a part of that community, is doing today."***

*– Karen Reznek
Mother of Abby Reznek
Special Olympics World Games Triple Medalist*



Email Makes A Difference

To individuals, to families, to companies
and organizations, to professions, to the world.

You Can't Afford Not To Use Email

Because email is the top activity of people online, research consistently shows that it's also the preferred channel for marketing messages and the most effective tool for online customer acquisition and sales. Email enables you to get the richest data about your recipients and to use those powerful analytics to boost your results.

Email discussion communities and customer forums provide for deeper discussion and searchable archives with valuable information subscribers appreciate.



PROFOUNDLY HUMAN

"LISTSERV saved my life in 2000, when I was desperately running out of time with advanced sarcoma. When I had less than a few weeks to live, word of a small and barely publicized drug clinical trial trickled to me over LISTSERV. I was able to join that trial and have been on the drug now for 11 years, after having once been at death's door."

*– Marina
Cancer Survivor*



HIGHLY PROFESSIONAL

"The discussions, events and research findings in JISCMail's searchable LISTSERV archives are a huge resource for our customers, telling the story of how education and research has changed considerably over the years."

*– Lisa Vincent
Operations Manager
JISCMail*



UNIVERSALLY POPULAR

"Email isn't going anywhere, and I don't think there's another medium now that can be used as efficiently as email. Email has a deeper and much more important quality."

*– Eric Sullivan
Correctional Officer
Baltimore County, MD*

Get More From Your Email

Are you using the most powerful email list software, email best practices, updated systems and top features? L-Soft helps you save time, money and effort while getting the best results.



"Spend two hours and learn how to automate any manual tasks once. You recoup that investment down the road by getting more done with less work later."

*– Liam Kelly
Senior Consulting Analyst
L-Soft*



As an L-Soft customer, you not only get the peace-of-mind that comes with LISTSERV, the original and most proven email list solution. You also get support from engineers with unmatched expertise, from decades of product and industry experience.

"Technical staff was extremely helpful in migrating our existing lists and setting up new lists. List management is very easy using the LISTSERV web-based interface."

*– Michael Hensley
Information and Facilities Officer
NeighborImpact*

"L-Soft products are cost-effective and easy to use. They empower users and owners to efficiently share and receive information through ongoing discussion, alerts, and newsletters."

*– Nicole Haynes
Director Technology Management and Business Products
United Way Worldwide*

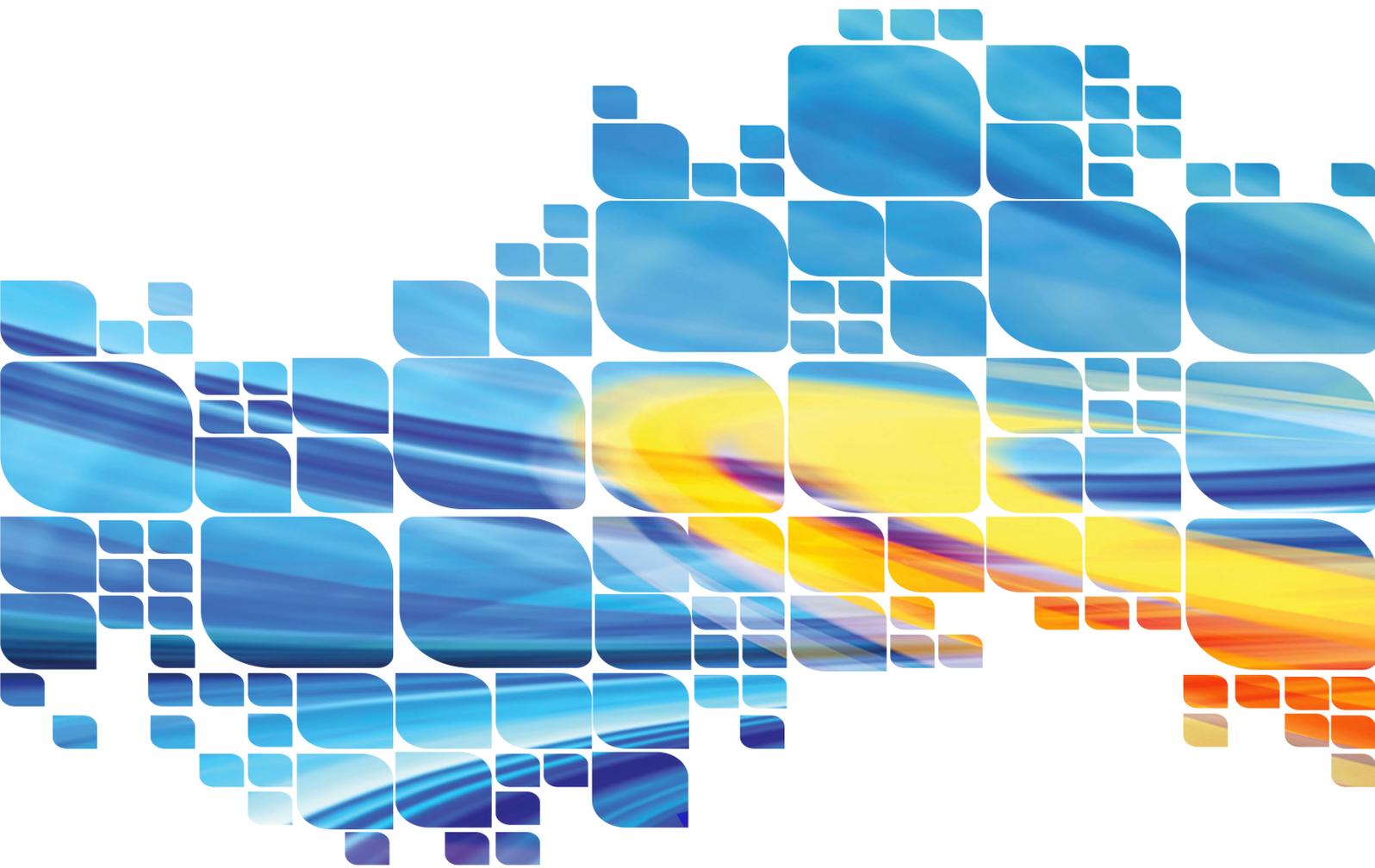
How We Can Help

Pre-Sales Support: Helping new customers with technical infrastructure questions and current customers with upgrades to best meet evolving needs.

Consulting Services: Providing onsite or remote installation, migration of existing email lists and complex data migration.

Training Sessions: Delivering customized know-how on administering LISTSERV or LISTSERV Maestro and providing training for any new staff.

Technical Support: Offering expert and timely technical assistance and complimentary software tune-up services, for optimal performance.



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