

MarketBuddy 1.1 for Windows and Mac OS X

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Excel Software enhanced MarketBuddy for Mac OS X and Windows. MarketBuddy reduces the human effort required to market any product or service using the power and worldwide reach of the Internet. Version 1.1 increases contact capacity, reduces memory requirements and enhances performance. It adds powerful commands for managing groups of contacts, supporting multiple databases and users. A marketing contact list and tutorial movie are available.

Placitas, NM - February 20, 2008 - Excel Software enhanced MarketBuddy for Mac OS X and Windows. MarketBuddy reduces the human effort required to market any product or service using the power and worldwide reach of the Internet.

MarketBuddy 1.1 has increased contact capacity to 100,000 records, reduced memory requirements and optimized performance. The Site License edition adds powerful new commands to manage large groups of contacts, plus support for multiple databases and multiple users. Software Marketing Contacts is a new contact list that can be imported into MarketBuddy to market any software product. Download and play the MarketBuddy movie. It shows how to automate marketing activities.

- * Post News to Web Sites and Press Release Distribution Sites
- * List Products in Web Directories and Publish White Papers
- * Fill Web Forms and Upload Trial editions to Software Sites
- * Manage Email Lists, Send Newsletters and Support Customers

MarketBuddy presents a window with panels for Groups, Contacts, Documents, Emails and Setup. The user can create groups and add contacts assigned to any number of groups. Each contact record stores street and email address, web links, notes and other custom fields and checkboxes. Data can be imported or exported.

Use MarketBuddy to organize and store newsletters, press releases and other text documents. Manage, clean and sort lists of email addresses. The batch email capability allows messages to be individually customized and precisely targeted. The delivery process includes preview, attachments, start, stop and job persistence.

The Internet contains thousands of web sites for posting press releases, news stories, product information, white papers, software downloads and other marketing communications. The Integrated Browser and Click Field capability enables the user to visit and post information to each web site by simply clicking fields. Marketing activities that once required days of effort can now be completed in hours with greater accuracy.

MarketBuddy Windows is \$195 for a Single User License that runs on all computers from Windows 98 through Vista. MarketBuddy MacOSX at \$195 is a Universal Binary application that runs on PPC or Intel based Mac OS X computers. The Site License edition adds advanced features for contact management, multiple databases and users. The package includes software on CD, printed and PDF manual plus an integrated help system. Visit the company web site for product information, a free trial edition, tutorial movie and secure online ordering.

Excel Software:
<http://www.excelsoftware.com>

MarketBuddy MacOSX:
<http://www.excelsoftware.com/marketbuddymac.html>

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

Direct Download Link:

<http://www.excelsoftware.com/marketbuddydownload.html>

Purchase Link:

<http://www.excelsoftware.com/priceandordering.html>

Screenshot:

<http://www.excelsoftware.com/mbcontactswinscaled.gif>

MarketBuddy Windows:

<http://www.excelsoftware.com/marketbuddywin.html>

Excel Software provides tools to thousands of software developers worldwide. Capabilities include system modeling, simulation, requirements management, software design, code generation, reverse engineering, bug tracking, help authoring and license management.

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