

## **MarketBuddy for Windows and Mac OS X**

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Excel Software is shipping MarketBuddy 1.0 for Mac OS X and Windows. MarketBuddy can reduce the human effort required to market any product or service using the power and worldwide reach of the Internet. It stores and organizes marketing contact information, then automates common marketing activities. The Documents panel organizes and stores newsletters, press releases and other text documents. The Emails panel organizes and stores lists of email addresses.

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- \* Post News to Web Sites and Press Release Distribution Sites
- \* List in Product Directories and Publish White Papers
- \* Fill Web Forms and Upload Trial or Shareware To Software Sites
- \* Manage Email Lists and Send Newsletters
- \* Support Customers and Track Sales Leads

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 as comma delimited or XML formatted files with field names mapped to support existing databases.

The Documents panel organizes and stores newsletters, press releases and other text documents. The Emails panel organizes and stores lists of email addresses. Manage email lists by adding, removing, collecting, cleaning and sorting 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 has thousands of web sites for posting press releases, news stories, product information, white papers, software downloads and other marketing communications. Each site requires unique URLs, email addresses, login usernames, passwords and data entry forms. Most sites protect against robot generated form spam by requiring human validation. 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 for each product release 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. Each product is available in a 5-User Site License or Unlimited Site License. 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 or secure online ordering.

Website:  
<http://www.excelsoftware.com>

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

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

MarketBuddy Windows URL:

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

Purchase Link:

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

Screenshot:

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

Excel Software provides tools to thousands of software developers worldwide.

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