

Lima Bean launches new Mail Blaze website

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Top web development company Lima Bean has been hard at work the last few months with the international and local versions of the Mail Blaze website. The international version was developed and launched two months ago and makes use of PayPal's highly sophisticated API that minimises human intervention when signing up and making account payments. The local version, which was completely re-created to keep in line with the international version, went live last week. Paypal was not an option for the local site though, as it does not yet allow users to be charged in South African rands.

Lima Bean has ensured that the new site has a fresh look and feel, improved user navigation and an easier sign-up process. Mail Blaze features include list and campaign management, message sending with embedded images and attachments and real time reporting.

Hagen Rode of Lima Bean had this to say about the project: "We're really pleased to have been involved in the redevelopment of Mail Blaze. The look and feel is fresh and modern and the system has a number of advanced features not found in many other email marketing applications. While we've made it as quick and easy as possible for users to sign up, a major hindrance has been the lack of automated billing support from local credit card intermediaries. We're eagerly waiting for PayPal to allow payments in rands, as I'm sure many other local companies are".

Mail Blaze, a premium email marketing solution started three years ago, offers a host of functions that allows users to import, synchronise and segment subscriber lists as well as create, personalise and spam check emails before sending. One can also add images and attachments to an email quickly and effortlessly. Once your campaign has been sent, you can view live stats on who opens, clicks links and forwards your email. South African companies Westcon, Old Mutual and UASA are already using Mail Blaze's email marketing solution. Now that the new site is live, strategies are being put in place for a new marketing campaign.

Creating the new South African site and aligning the functions and features to that of the international site was no easy task, as Spiro Malamoglou explains: "When contracted to develop Mail Blaze's email marketing solution, Lima Bean was given a number of difficult challenges. Most notably, the system needed to offer our customers unique features that would set us apart from our competitors, such as email image embedding, email attachments, and real-time reporting. We are extremely happy with the result and are looking forward to providing the South African market with our world class email marketing solution". The web address for the South African version of the website is: www.mailblaze.co.za.

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