



School Management System

Schedule a Free Demo Today

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I. Introduction

Daslos Studios proudly announces the release of the first tools of its new School Management System (SMS). Schools are one of the most important tools to ensure a strong future for the upcoming generations and we are here to do our part to help with their enormous task.

The SMS system was designed in order to offer schools a robust and highly expandable online platform for organization at a fraction of the cost of the competition. Schools have an enormous amount of data from student and parent contact information, to grade and class schedules. SMS was designed to allow this data to be stored online securely.



Searching for contacts in the different categories is easier than ever before with the upgraded search tools within the SMS system. Making updates is just a quick click, and since SMS is an online tool, updates can be done from anywhere.

There are several add-on suites being offered which are built upon the SMS system including Homework Central, Hot Lunch, and E-Mail Blast. Each of these tools works with SMS seamlessly and allows the SMS system to help in other key organizational ways.

Please take some time to learn more about the School Management System and the add-on suites and how they might help your school.



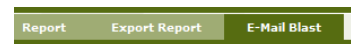
II. E-Mail Blast Marketing Tool Add-on

The E-Mail blast marketing tool add-on allows you to directly communicate back with your students, parents, or other customers. E-Mail is part of doing business in today's world, and this tool allows you to dominate it.

One of the biggest problems with mass E-Mail is that certain internet providers (example: Yahoo, AOL) have strict rules on SPAM and block much of the E-Mail heading their way unless it is done correctly. Our system uses various technologies and other 3rd Party services in order to get your message in their Inbox and not in their SPAM folder. We make it easy for you.



Integrated directly into the user-friendly CRM system, this tool is as simple as they come. When making a search in the CRM system you are taken to a results page with all the contacts you just searched on it. When enabled, you will see the "E-Mail Blast" tab on the top of the screen. Just select it, and you are ready to get started.





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When taking a look at the simple interface, you are immediately shown your default HTML template designed by us for you. To get started, just above the template, is the subject of the E-Mail.

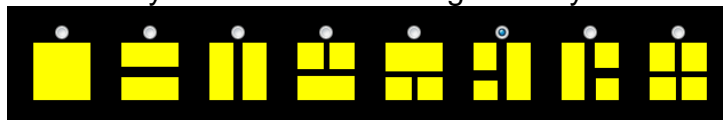
Subject:

After you fill out the subject line of the E-Mail, just look at the template itself. It automatically shows you areas inside the template which allow you to enter content.



The content areas have a yellow border, and will become fully yellow when you point your mouse over them. To enter content all you have to do is simply click on any of the content areas, and a pop-up window will show with a text editor to make data entry a snap.

Want to change the layout? Well that is simple. Just look below the template and you will see a selection of different layouts. You can change the layout without losing any of your content also.



If you have more than one template, you may change that at anytime as well by selecting a different one from the drop down list of available templates.

Template:



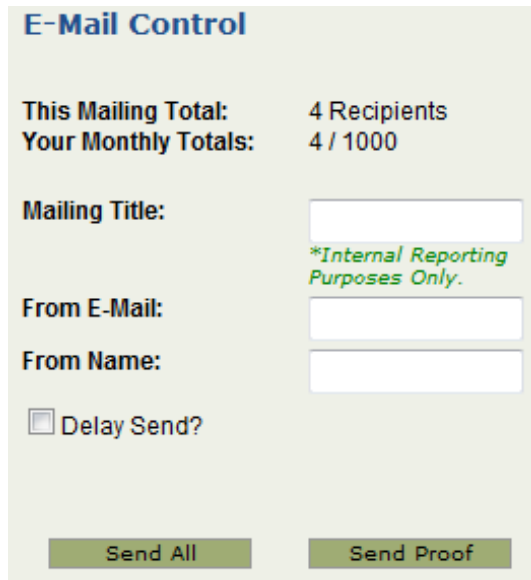
After you have entered your content and layout, you will just need to fill in the items on the E-Mail Control located on the right of the screen. At the top of the control displays how many valid E-Mail addresses were included in your query. It will also show you how many message you sent thus far during the month, and the limit of your subscription.

The mailing title is simply used for internal reporting purposes, which you will see later. The “From E-Mail” and the “From Name” are self explanatory, and can be set to whatever you want.

You may delay the sending of the E-Mail by clicking on the Delay Send checkbox. A date box will appear allowing you to simply enter the desired transmission date.

When you are ready to send, you might want to send a proof to yourself or a supervisor to just make sure everything is perfect. To send a proof, just click on the “Send Proof” button and you will be prompted to enter an E-Mail address to whom to send the proof.

When you are ready to send the bulk messages, just click on the “Send All” button and you will be prompted once more to confirm the send. That is it. The messages are being processed!



E-Mail Control

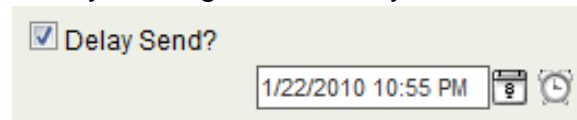
This Mailing Total: 4 Recipients
Your Monthly Totals: 4 / 1000

Mailing Title:
**Internal Reporting Purposes Only.*

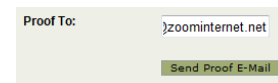
From E-Mail:

From Name:

Delay Send?



Delay Send?



Proof To:



ARE YOU SURE YOU WISH TO SEND?

The E-Mail blaster marketing tool add-on also has advanced reports on the E-Mail messages that go out through it. They can be accessed by the front page of the CRM system. By clicking on “E-Mail Reports” you will be taken to the report page.



Spruance Customer Relationship Management (CRM) - Gen2- || E-Mail Reports

E-Mail Sends:

- Daslos Test Send 1
 - Created: 01.22.10
 - Sent: True

Mailing Title: Daslos Test Send 1
Status: Sent
Created: 1/22/2010
Delayed Send: False

Pending Transmission: 0
Successfully Transmitted: 4
Bounced: 0

Total Recipients: 4

Click Tracking: 1 Total Hits

Link	Hit Count
www.Daslos-Studios.com	1
www.Daslos-Studios.com	0

Opened: 2 Messages Opened out of 4

Name	E-Mail
Fonebone, Joe	btrekka@gmail.com
Murawski, James	info@faithinsite.com
Murawski, James	info@daslos-studios.com
test, test	daslos@zoominternet.net

On the report page, you will find all the mailings you have sent on the left. When you click on any of them, a full report of the results will appear on the right. The report shows all the details of the send, and some advanced tracking. In the middle it shows you the total number of messages pending transmission, transmitted, and bounced.



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The advanced reporting includes full click tracking. When the message is sent, it automatically changes each link found within it and adds a tracking code. This is extremely useful to be able to see exactly what links are being clicked on with each E-Mail going out. The report shows you every link found within the message, and how many times each one was clicked by a user.

The report will also display open rates. Each recipient will be listed on the report, and if their name is green, then they have opened the E-Mail on their computer.

The E-Mail Blast Marketing Add-on will greatly improve the effectiveness of marketing and the other school systems. The message levels are subscription based, and can be changed at any time.

1 Total Hits

Link	Hit Count
www.Daslos-Studios.com	1
www.Daslos-Studios.com	0

2 Messages Opened out of 4

Name	E-Mail
Fonebone, Joe	btrelka@gmail.com
Murawski, James	info@faithinsite.com
Murawski, James	info@daslos-studios.com
test, test	daslos@zoominternet.net

