

FOR IMMEDIATE RELEASE

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DirectLandings—Personal Version™ Puts Online Lead Development and Customer Retention Squarely in the Hands of Non-Technical Users

A Personalized, Branded, and User-Friendly Online Solution Turns Company Web Sites into Personal Selling Tools for Long, Complex Sales Cycles and Relationship Development Challenges

Hinsdale, IL – July 27, 2004 – Before investing more time and resources assembling packets of information for each lead or customer, only to wait. . . . and guess. . . .about timing and follow-up, check into DirectLandings-Personal Version, from Encephalo Associates.™ This latest release has been developed with marketing, sales, and customer service in mind.

DirectLandings-Personal Version provides a system for sending messages, providing documents, and showing web pages, using highly-automated personalization and branding effects to create a high-production look. No programmers are necessary, given DirectLandings' reliance on a Control Panel that only requires clicking on choices or inserting information into a form. And for those who routinely use email with attachments to send messages and documents, the DirectLandings system represents an improvement that avoids firewalls and restrictive email systems that block legitimate communication.

The guesswork is taken out of follow-up, given the option of an email alert to the sender, reporting what the recipient looked at, and when. Perhaps the biggest benefit is being able to accelerate sales and revenue through better business relationships, and making the sales process more transparent.

"We really listened to our target, and kept working with our Beta testers until we knew we had the right product that no one else in the market is offering," explained Allen Armstrong, product developer and principal at Encephalo Associates. "And we priced it at \$15 per month, per user. We're able to offer DirectLandings-Personal Version at a very affordable price because we host the system."

As an "email-to-web" tool, Personal DirectLandings has several distinguishing features. For the initial outbound email, the product is unique in its automated ability to build enticing URLs that read like branded and personalized sales messages. And the sales message portion of each URL is registered and completely proprietary, all to build curiosity and novelty, to increase click-through to find more information.

This and more are made possible through the Control Panel, a complete do-it-yourself interface. Through the Control Panel, the sender can customize the outbound email message that carries the embedded URL, greet a lead with a personal note, and even create an online Resource Library of downloads just for the recipient. The email alerts and real-time tracking reports round out this functionality.

DirectLandings brings a "highly personalized, highly automated, highly friendlySM" tool to the desktops of marketing, sales, and customer service professionals, that's also reasonably priced for today's cost-conscious/results-focused enterprise. Armstrong invites managers and staff to take the DirectLandings Tour, or sign-up for the 30-day no-obligation trial to experience the value of DirectLandings-Personal Version.

For tour: www.DirectLandings.com/personal/pdl-tour.html
Contact: info@DirectLandings.com
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