

Mortgage Marketing Tool Feature List

The Online Mortgage Marketing Tool is a custom application developed specifically for your company. Being fully customized allows for complete expandability enabling you to pick and choose the features you wish to launch with, and then add additional features at later dates (Future Phases).

User Requirements

Features include but not limited to:

- Interface Design
- Application Access
- User Customization
- Marketing Material Creation: Flyers
- Marketing Material Creation: Matrices
- Email Material
- Administrative Control
- Administrative Reports
- Hosting and Support
- Security
- Corporate Website Integration
- Content Assistance
- Private Labeling
- E-Commerce

■ Interface Design

Website Interface		
[]	Mockups	2 to 3 rounds of mockups provided where our artists hone the "Look and Feel"
[]	Hand coded web pages	Each page in the website hand coded, no template software used.
[]	Style Sheet	Established style sheet to help adhere to a consistent look.
[]	Corporate Branded	Style branded to fit your company's image
[]	Flash	Animated highlights for the homepage to help promote the application.

■ Application Access

Access		
[]	Registration Form	Multi field online form to obtain user information.
[]	Free Access	After registration form is completed, user can be granted immediate access.
[]	Rep or Contact Assignment	Assignment of user to a company rep or contact.
[]	Pending Queue Access	The alternative to "Free Access" this feature allows for the administrator to grant access to specific individuals.
[]	Registration Email Notification	Automated email sent to user to either confirm or deny their access.
[]	Lost Password	Email user their lost password.
[]	Support Contact Form	Contact form for users to contact administrators. Database recorded.
[]	Database	Database driven application.

■ User Customization

User Branding		
<input type="checkbox"/>	Username & Password Access	Access to application via username and password.
<input type="checkbox"/>	My Personal Information	Saved personal information so user does not have to type multiple times. Fields determined by administrator and include but not limited to: First Name, Last Name, Phone, Email, etc.
<input type="checkbox"/>	My Logo	Add/Edit/Delete ability for logo with file type uploads to include: JPEG, GIF, PNG, TIF and BMP
<input type="checkbox"/>	My Saved Materials	Ability for user to save any created material.
<input type="checkbox"/>	Default Style	Ability for user to define a default style of fonts and colors to help create material quicker.
<input type="checkbox"/>	Disclaimer Modification	Ability for user to change disclaimer.

■ Marketing Material Creation: Flyers

Creating Flyer Material		
<input type="checkbox"/>	Step by Step Creation System	Material creation in a step by step format. Steps determined by administrator.
<input type="checkbox"/>	All-In One Creation System	Material creation system with all steps located on one page.
<input type="checkbox"/>	Workbench Control	Enhanced creation system which allows users to have live drag-able control of bullet point and image locations and ability to modify font colors, types and sizes.
<input type="checkbox"/>	Branded with User Information	Created material displays user information.
<input type="checkbox"/>	Choose Target Audience	User can choose target audience which includes but not limited to: Asian, Caucasian, African American, Gay, etc.
<input type="checkbox"/>	Choose Program Information	User can choose but not modify program information.
<input type="checkbox"/>	8 ½ x 11 Flyer	Standard flyer size.
<input type="checkbox"/>	Brochure	Custom brochure sizes.
<input type="checkbox"/>	Forms	Custom forms.
<input type="checkbox"/>	6 x 9 Postcard	Postcard size.
<input type="checkbox"/>	5 x 7 Postcard	Postcard size.
<input type="checkbox"/>	4 x 6 Postcard	Postcard size.
<input type="checkbox"/>	2 x 3 ½ Business Card	Postcard size.
<input type="checkbox"/>	Unique Webpage	Created material can have a unique web page.
<input type="checkbox"/>	Preview Option	User can preview the material before creating the print ready version.
<input type="checkbox"/>	Print Ready High Resolution PDF	Created material converted to a PDF that the user can print on a personal printer or take to a professional printer.
<input type="checkbox"/>	Save PDF	User can save the PDF to his computer allowing him to print or distribute.
<input type="checkbox"/>	Color	Full color.
<input type="checkbox"/>	Black and White	Black and White.
<input type="checkbox"/>	Portrait Orientation	Created material can be "Portrait" in composition, larger height than width.
<input type="checkbox"/>	Landscape Orientation	Created material can be "Landscape" in composition, larger width than height.
<input type="checkbox"/>	Print Bleed Accommodated	For professional printing purposes users can choose the creation to have edges that bleed.
<input type="checkbox"/>	Save Created Material	User can save created material inside the application for easy future re-creation.
<input type="checkbox"/>	Font Type Control (Workbench Only)	Change font type on created material.
<input type="checkbox"/>	Font Size Control (Workbench Only)	Change font size on created material.

[]	Font Location Control <i>(Workbench Only)</i>	Change font location on created material.
[]	Font Color Control <i>(Workbench Only)</i>	Change font color on created material.
[]	Upload Additional Images & Location Control <i>(Workbench Only)</i>	User can upload additional images such as photographs of themselves and specify the location via the workbench.

■ Marketing Material Creation: Matrices

Creating Matrices Material		
[]	Step by Step Creation System	Matrices creation in a step by step format. Steps determined by administrator.
[]	Branded with User Information	Created material displays user information.
[]	Choose Number of Programs	Choice of one to multiple programs to use.
[]	Change Name of Programs	Ability to modify the names of the programs so user can promote as their own.
[]	Preview Option	User can preview the material before creating the print ready version.
[]	Print Ready High Resolution PDF	Created material converted to a PDF that user can print on personal printer or take to a professional printer.
[]	Save Creations	User can save created material inside the application for easy future re-creation.

■ Email Material

Email Material		
[]	Email One Address	User can send an email to one email address such as themselves then forward that email to their own personal distribution list.
[]	Unique Title	Modify email title.
[]	Standard "From" address	Unique "From" address.
[]	HTML Email Templates	Pre-loaded HTML graphical emails templates.
[]	Unique Body Copy with Formatting Control	Email body control with basic formatting like bold, italics, font color changes and link additions.
[]	Attach Created Marketing Material	Add saved creations as attachments
[]	Branded with User Information	Created email displays user information.

■ Administrative Control

Back-End Application Control		
[]	Image Control	Add/Edit/Delete/Archive images and assign categories, moods, keywords, notes and give access to everyone or to specific users or companies.
[]	Content Control	Add/Edit/Delete content and assign access to everyone or to specific users or companies. When content gets updated any user material created from then on will utilize the most recent data.
[]	Category Association	Add/Edit/Delete categories.
[]	Mood Association	Add/Edit/Delete moods.
[]	Notes	Add/Edit/Delete notes.
[]	User Management	Add/Edit/Delete users and assign the user to a company.
[]	Company Management	Add/Edit/Delete companies.
[]	Division Management	Add/Edit/Delete divisions.
[]	Language Management	Add/Edit/Delete languages.
[]	Target Market Management	Add/Edit/Delete target markets.
[]	Program / Bullet Point Management	Add/Edit/Delete programs. Assign programs to specific companies and/or users.
[]	Pre-Define Style for Content	Pre-define style for Images and Content such as font types, font colors, and font locations.

(Workbench Only)

[]	Assign Content or Images to Specific Companies or Users	Ability to assign specific content or imagery to any one company or user.
[]	Disable Saved Creations	If an image, content or program is modified or deleted all user saved references to recreate the material is disabled. This prevents users from creating old material.
[]	Disclaimer Global Control and by State	Control of the disclaimer to be global or state specific.

■ Administrative Reports

Reporting Features		
[]	Content Usage	Track content used by whom and by date.
[]	Image Usage	Track images used by whom and by date.
[]	Company Usage	Track company usage and by date.
[]	User Usage	Track user usage and by date.
[]	Website Statistics	General web site statistics via WebTrends.
[]	Export report(s) to Excel	Any report can be easily exported to excel.
[]	Online Graphs	Online graphical charts created

■ Hosting & Support

Application Location and Support		
		<p>Expandability The application is designed to easily expand to a larger environment. I.e. utilize its own server or server farm. Application usage to be analyzed regularly.</p> <p>Server Configuration: Dedicated or shared solutions with high-end server hardware & software.</p> <p>Bandwidth & Uptime: Servers collocated at a Level 3 a national provider with 99.5% Uptime and:</p> <ul style="list-style-type: none"> • Security: Multi-layer security control procedures, biometric palm readers, and 24 x 7 closed-circuit video and alarm monitoring • Power: Uninterruptible redundant AC and DC power solutions that are flexible and upgradeable to meet all types of needs • Cooling: HVAC redundant design with air distribution under raised flooring for maximum temperature control • Fire Suppression: Smoke detection system above and below raised floor; double-interlock, pre-action, dry-pipe fire suppression <p>Site Traffic Reports: WebTrends graphical reports are generated every day on a password-protected portion of your site.</p>
[]	topLingo Hosted Solution	
[]	Hosted Internally	Option for full client integration w/ in-house IT department
[]	Initial Training	Hours established for onsite or offsite training.
[]	Monthly Support Hours	Monthly maintenance hours for application updates and support
[]	Application Usage Support	Support provided by your company to help your users.

■ Security

Secure Environment		
<input type="checkbox"/>	Application Password Protection	User level based security.
<input type="checkbox"/>	Secure Socket Layer (SSL)	Option for SSL certificate installation.
<input type="checkbox"/>	Standard Website Security / Hacker Protection	Stringent hacker protection against basic and advanced methods such as SQL injection, cross-site scripting, etc.

■ Corporate Website Integration

Advanced Corporate Website Integration		
<input type="checkbox"/>	Unique Domain Name	Unique URL
<input type="checkbox"/>	Universal Login (One Login)	Assisted by your IT department, integration with your corporate website to keep the user logged in upon secure transfer to this application. Prevents user from having to login multiple times.
<input type="checkbox"/>	User Database Sync	Advanced sync with your company user database.

■ Content Assistance

Help with Content		
<input type="checkbox"/>	Graphic Artist assistance creating new content	Our graphic artists can help with production.
<input type="checkbox"/>	Graphic Artist assistance importing current content into application	Our graphic artists can help with production.

■ Private Labeling

Unique Interfaces and Controls		
<input type="checkbox"/>	Division Unique Interface	Unique interface for separate company divisions
<input type="checkbox"/>	Division Unique Material	Unique material for separate company divisions
<input type="checkbox"/>	Company Unique Interface	Unique interface for separate companies
<input type="checkbox"/>	Company Unique Material	Unique material for separate companies

■ E-Commerce

Pay for Usage		
<input type="checkbox"/>	Membership Packages	Charging of a flat time based usage fee for everyone or specific companies or users.
<input type="checkbox"/>	Per Flyer Cost - Tokens	Per item charge for everyone or specific companies or users.
<input type="checkbox"/>	Shopping Cart with Secure Socket Layer (SSL)	Secure shopping cart that accepts credit card transactions.
<input type="checkbox"/>	Internet Merchant Account Integration	Integration with your bank to process transactions.