



Influence your world—**exponentially.**

At 720 Strategies, we're helping the nation's most powerful influentials exponentially increase their influence. Using technology, strategy and research, on and offline, we give our clients an unparalleled 360° perspective of public affairs 2.0. As a result, our clients have a clearer field of vision on how to best achieve their goals.

720 Strategies is comprised of leading grassroots experts, technology architects, veteran strategists and award-winning writers and designers. Our clients are as varied as our staff and include some of America's most iconic organizations: Southwest Airlines, NPR, PBS, XM Radio, Sirius, Blue Cross Blue Shield Association, Harrah's Casinos and AARP to name a few.

To learn more about us and what we can do for you, please don't hesitate to contact us at 202.962.3955 or info@720strategies.com. Call today and start increasing your sphere of influence—exponentially.

www.720strategies.com

720 Strategies • 1111 Nineteenth Street, NW, Suite 1180, Washington, DC 20036 • 202.962.3955 v • 202.962.0995 f
info@720strategies.com • www.720strategies.com

EnCompass720 Content Management System

EnCompass720 puts the power in your hands. This Content Management System (CMS)* enables you to easily manage your online content without HTML or programming knowledge and track your online visitors' patterns. You will be able to keep your online content fresh and pertinent.

It's like adding a Web expert to your team.

People

Our People tool provides your organization with an online database to collect, store and track information about your site visitors and members.

You will be able to:

Maintain a database of your online members, constituents, and supporters;

Understand how these site visitors use the website, identify their interests, and customize their experience; and

Store detailed information about each individual, including tracking their viewing patterns while they're on your site. This activity rating gauges the user's relationship with the website, and indicates how likely they are to participate in additional fundraising or organizational goals online.

E-cards are a simple and viral way to spread the word about your issue, your cause, and ultimately your website. Ask your users to send e-cards to groups of their friends. The e-cards can be plain text, HTML, or even as advanced as video e-cards.

E-cards

News Aggregator

Our News Aggregator allows you to publish RSS feeds on your site, with editorial control and an approval process. You can aggregate multiple news feeds into one large feed — publishing them immediately on the site or holding them in a queue awaiting administrator approval.

Messaging is your interface between your database and your supporters themselves. This robust tool allows you to:

Brand your outgoing communications. You can send dynamic HTML e-mails, branded with your site's content. And you can still send plain-text e-mails for those with lower bandwidth.

Personalize your communications. Beyond the standard variables such as name and e-mail, any custom field in your People tool can be used to personalize your communications.

Measure the success of your e-mail campaigns. You will have the ability to measure open rates, click-through rates, and bounced e-mails. Using the traffic generation meter, you can track a user's actions throughout the whole site, providing a view of individual interests and behavior on the site.

Messaging

*Powered by Expression Engine

720 Strategies • 1111 Nineteenth Street, NW, Suite 1180, Washington, DC 20036 • 202.962.3955 v • 202.962.0995 f
info@720strategies.com • www.720strategies.com