

MarketBuddy 2.0 for Mac and Windows

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Category: [IT, New Media & Software](#)

Press release from: [Excel Software](#)

Excel Software is shipping MarketBuddy 2.0 to automate marketing. Users now have custom fields, checkboxes and choices in contact records, form creation, data entry and printing, quick contact load and search without typing and custom web forms to collect contacts with no programming skills required.

MarketBuddy can reduce the human effort required to market any product or service using the power and worldwide reach of the Internet. It stores and organizes contact information, then automates marketing activities.

- * Post News to Web Sites and Press Release Distribution Sites
- * Update Product Web Directories and Publish White Papers
- * Fill Web Forms Using Click Fields and Integrated Browser
- * Upload Trial or Shareware To Software Sites
- * Maintain Email Lists, Send Newsletters and Customize Messages
- * Import, Export, Search and Manage Contact Information
- * Create, Load Data, Edit and Print Custom Forms
- * Generate Web Forms To Collect Contacts with No Programming

The MarketBuddy window has Group, Contact, Document, Email and Setup panels. Contact records, assigned to one or more groups, store address, web links, notes plus custom fields, checkboxes and choices. Import or export data to any database or spreadsheet. Organize and store newsletters, press releases and other text documents. Manage email lists with add, remove, collect, clean and sort commands. Individually customize and precisely target batch email messages with a delivery process that has preview, start, stop and job persistence.

The Internet offers thousands of web sites to post press releases, news stories, product information, white papers, software downloads and other marketing communications. Each site has unique URLs, email addresses, login usernames, passwords and data entry forms. Most sites protect against robot generated form spam by requiring human validation. MarketBuddy's Integrated Browser and Click Field capability enables the user to visit and post to each web site by simply clicking fields. Marketing activities that once required days of effort for each product release can now be completed in hours with greater accuracy.

MarketBuddy is \$195 for the Standard edition or \$295 for the Pro edition. The product is available for Windows (XP or Vista) and Mac OS X (Universal Binary for PPC or Intel computers). MarketBuddy includes the application and examples on CD, printed and PDF User Guide and integrated help system. Visit the company web site for product information, site license pricing, free trial download, demonstration videos or secure online ordering.

Established in 1985, Excel Software provides Windows and Mac OS X software products to thousands of users worldwide. Capabilities include system modeling & simulation, requirements management, software design, code generation, reengineering, bug tracking, help authoring, software license management and internet marketing automation.

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