

# Intuitive E-Marketing Solutions for Small & Medium Business



## Intuitive

- Anyone can use Crossbow Express in less than 15 minutes
- Publishing - What you see is EXACTLY what you get
- Built-in publishing controls makes approval process simple

## E-Marketing

- “Real-time” communication with your customers and prospects
- Newsletter generator with mail-merge to get your latest information to clients and prospects
- Integrated events calendar
- Easy web interface to add keywords and meta-tags

## Solutions

- Microsoft® browser-based client – no software to install or purchase
- Integrated workflow is as complex or as simple as you require
- Historical archiving and automated backups
- Scalable – Crossbow grows with your company
- Online training

**Cost Effective:** Reduce hard costs– servers, software, and user license fees; Subscription services ensure state of the art technology; bottom line—Get more without paying more!

**Let Crossbow take care of the technology...  
You run your business!**

Please call us for a complimentary web strategy effectiveness consultation at 800-875-7692 or 914-921-1511 outside the U.S.

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**Crossbow *Express***

*\$39.95 per month*

**Individual or Small Business Package**

Crossbow Express is an excellent choice for individuals or smaller groups with an emerging need for Web Content Management.

Express will take anyone through the process of creating a new professional website and then empowers *anyone* to maintain that web site *without the need for technical expertise.*

No Startup Costs.

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***Crossbow Express Custom***

*\$249 per month*

**Small and Mid Sized Business Package**

A great solution for small and medium sized businesses, *Crossbow Express Custom* lends the ease of use of *Crossbow Express* to companies with an existing web presence who would like to take direct control of their website content. Updating content becomes an easy worry-free process with *Crossbow Express Custom!*

Limited one-time startup costs associated with enabling your existing site for use with Crossbow.

*(A typical client can get started for about \$2000)*

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***Crossbow Web***

*\$2000 per month*  
(for a typical enterprise client)

**Enterprise Package**

*Crossbow Web* is our Enterprise Web Content Management package. It is fully customizable and is suitable for large enterprises or companies with the need for specialized or customized functionality or large numbers of users.

Startup costs dependent on customer requirements.

*(Typical startup costs run in the \$15K to \$20K range, but very widely depending on customer needs and requirements.)*