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Tenenz, Inc., which makes products and technologies for tax and accounting firms, has expanded its email marketing suite of products. Professionals can now choose from a variety of customizable, branded designs for digital client newsletters, memos, appointment notifications and reminders including seasonal and life-event greetings, such as birthdays and anniversaries.

New Features

- A What You See Is What You Get (WYSIWYG) builder for greeting cards, custom simple messages, and custom robust messages
- Event-Triggered Campaigns whereby a subscriber can set a birthday or anniversary card to automatically send to their clients on their listed birthday at a time of their choosing. The subscriber is notified each day if a card has been scheduled

- All Monthly Newsletter layouts have been updated to responsive layouts, which

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through the communication channel their client prefers (i.e. e-mail, website, mobile devices, or social media sites)," said Steve Enzler, President of Tenenz, Inc. "Our customers appreciate having control over their messages, client lists, and the timing of distribution from the comfort of their desk."

For more than 40 years Tenenz products and services have helped accounting and tax professionals manage and market their practices.

"We see the problem accountants and tax preparers are having today with navigation through the maze of communication channels," continued Enzler. Tenenz's Client Centric Communications digital products – Email Marketing Communications, Weekly Tax Tips, and Monthly Client Digital Newsletters – solve problems by making it easier and more affordable to send customized, branded communication.

Firm Management • Marketing

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