

# How Do I Send Promotional Messages To My Customers?



## Introduction

There are times when you would like to send out some sort of promotional message or reminder to customers. It might be to let them know that there's a new store opening up or a new service to offer. Regardless of the message, there are three different ways in CylTech 2 that help to get that message out to the customer.

### Invoice Printing

Each time an invoice is printed, the operator has the option of typing in a short message. This could be about a product, service, or simply a reminder that the business will be closed for a holiday. The process is simple. Go to the **Invoice Print** program and type in the message that needs to be printed on each invoice. This is a onetime message and is limited to one line. It will only go out to the customers that are being sent invoices on that day (printed, emailed or faxed). The operator must enter it each time that invoices are printed.

The screenshot shows the 'Invoice Print' program interface. It has two columns of options. The left column is titled 'Print Sequence' and contains three radio button options: 'Invoice Number Sequence' (selected), 'Account Number Sequence', and 'Account Name Sequence'. The right column is titled 'Decimal Places' and contains three radio button options: 'Print 4 places to the' (selected), 'Print 3 places to the', and 'Print 2 places to the'. Below these is a section titled 'Miscellaneous' with the label 'Enter message if desired:' and a text input field containing the message: 'To serve you better we will be opening an online store soon.'

Another option for printing a message on the invoices is to use the Special Instructions option. The **Special Instructions** file makes it possible to enter a message for one or all customers. If you want the message to print on the invoices for all customers (every invoice that is generated), then use the customer number 99999999 (or all 9s). Then select the option to **print on invoices** and type in the message. The advantage to this option is that it is entered one time and will print on every invoice until it is turned off. **Note:** the message can be changed by simply going to the instruction file and modifying the message. There are no questions to answer when printing invoices, so if you want to make sure that the message gets out and that no one forgets, this may be the best choice.

The screenshot shows the 'Special Instructions' program interface. It has three dropdown menus: 'Type of Instruction' set to '1 - Customer', 'Display Instructions?' set to '0 - No', and 'Print Instructions?' set to '2 - Invoices'. Below these is a table with a blue header 'Instructions' and a yellow highlighted row containing the message: 'DataWeld Welding Supply is open Monday thru Friday from 7:30 a.m. to 4:30 p.m and 8 a.m. to 12:00 p.m Saturday. You can also place orders 24 hours a day, every day by visiting our online store. The address for our store is www.dataweld.com. To learn more call Judy Smith at 318.746.0323.'

### Statement Printing

Similar to printing a message on invoices, you can also print a short message on statements. In the **Statement Printing** program, the operator will see an option to enter a message. The message is one line

The screenshot shows the 'Statement Printing' program interface. It has two columns of options. The left column is titled 'Store Options' and contains two radio button options: 'All Stores' (selected) and 'One Store' with a 'Scan Store #' input field. The right column is titled 'Print Order' and contains five radio button options: 'Account Number' (selected), 'Alphabetical', 'Zip Code', 'Store Number', and 'Customer Type'. Below these is a section titled 'Special Message' with the label 'Message' and a text input field containing the message: 'Visit our new online payment center at www.dataweldpayonline.com'. At the bottom are three buttons: 'Preview', 'Print', and 'Email/Fax'.

long and must be entered each time that statements are processed.

Something to keep in mind is that you can use one or more of these options to get the desired message across. For example, a onetime message could be added to invoicing and statements. Or the Special Instructions could be used to enter a lengthier and more permanent message for invoicing and a shorter message for statements. Regardless of the way chosen to use these features, you have full control over them and can change the message as often as is needed.

**Have questions?** Feel free to [send us an email](#), we welcome the questions!

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