THE IOMER NEWSLETTER SOLUTION

# Herald

*One newsletter issue, delivered everywhere people read.*

## Build the issue once. Send it to every channel.

Herald builds newsletters from the content you already publish. Pull in news, events, documents and people, lay out the issue once, and publish it as a page, an email, a Teams post and a PDF, with every edition kept in a searchable archive.

- Issues
- Email
- Teams
- Archive

## Why teams choose Herald

### No more copy and paste

Sections draw on news, events, documents and people, so the issue reflects what's already published.

### Every channel at once

One issue goes out as a page, an email, a Teams post and a PDF.

### A record of every edition

Past issues stay in a searchable archive on your own site.

RUNS NATIVELY ON SHAREPOINT, UNDER

SharePoint · Keystone · Powell · Omnia · Involv

Runs on its own, or connected to the iomer Suite.

# How Herald works

1

### Choose sources

Map the lists and sites each section draws on, from news to events.

2

### Build the issue

Lay out sections and pick the stories, events and people to feature.

3

### Publish

Send it as a page, an email, a Teams post and a PDF in one step.

4

### Archive

Every edition is kept and searchable, with its date and audience.

# For every role

**READERS**

The newsletter in their inbox, in Teams or on the intranet, plus the archive.

**EDITORS**

Sections filled from real content instead of retyped copy.

**COMMS LEADS**

One issue across every channel, with past editions on record.

**IT**

Lists and flows on your own site, on the site theme you already have.

## Better in the iomer Suite

- Builds sections from registered products: Chronicle, Marquee, Hazel, Beacon and Laurel.
- Its issues can sit in Trellis page sections.
- Reach and reading by department in one report with the full suite.

IN PRACTICE

## The monthly all-staff newsletter

Herald gathers this month's Chronicle stories and upcoming Marquee events, adds a Laurel recognition section, and publishes the issue as a page, an email, a Teams post and a PDF.

NEXT STEP

## See Herald in action

Ask for a walkthrough on the iomer showroom tenant

**iomer.com · contactus@iomer.com**