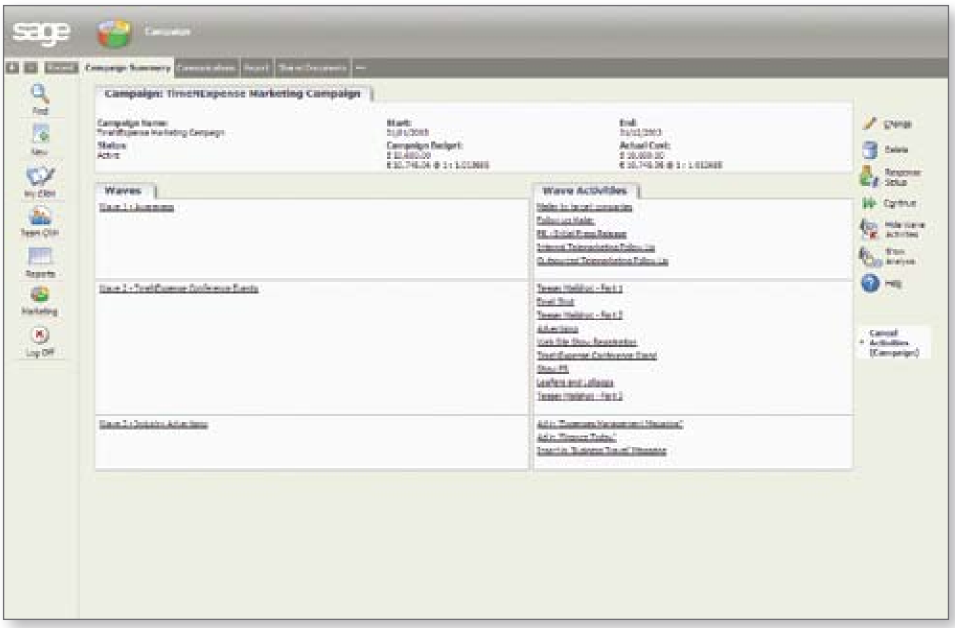
Sage CRM | Targeted Marketing Effectiveness

Gaining a deeper understanding of your customers and their buying behaviour is critical in today's competitive marketplace. Sage CRM provides powerful tools for marketing teams to plan, execute and audit highly targeted marketing campaigns.

Easy-to-use, Sage CRM provides marketing users with the tools to target the right customer at the right time, eliminating guesswork and optimising marketing resources. With Sage CRM, users have the ability to assign and analyse marketing activities efficiently and easily.

Sage CRM provides effective controls for monitoring marketing budget and can also calculate direct revenue yields. Reporting can help track source of leads and assess opportunities and help focus on prospects that are more likely to purchase, increasing RoI and maximising the marketing budget and spend. Graphs and reports can be displayed on the interactive dashboard for quick reference and enable users to analyse data in real-time.

Integration with leading Sage ERP systems gives marketing staff the ability to create campaigns based on the financial profile, order information and purchase history of customers, and enables marketing managers to generate accurate RoI calculations for better marketing measurement. Sage ERP information can also be displayed on the interactive dashboard providing users with an instant 360 degree view of customers.



Sage CRM can track and manage marketing campaigns right through from leads to close of sales to enable marketing teams to effectively assess the efficiency of their campaigns.

Benefits Snapshot

- Produces highly targeted customer communications
- Ensures customers receive the right marketing message at the right time
- Ability to identify and provide customised products/services to different customer segments
- Enables accurate measurement of marketing campaign RoI
- Improves marketing campaign response rate
- Enables fully integrated, multi-channel marketing initiatives
- Provides improved intelligence to marketing on lead generation activities
- Enables automated response tracking
- Leads to decreased cost per lead
- Leads to decreased cost per customer acquired
- Reduces marketing campaign lead time
- Delivers detailed information on the lifetime value of customers and enables profitable customers to be easily identified
- Enables real-time marketing performance analysis
- Optimises marketing spend
- Enables tracking of variance against targets
- Reduces marketing administrative overhead and enables marketing budget to be tracked and managed
- Delivers a single view of relevant and comprehensive marketing information on the interactive dashboard

Campaign Management

With Sage CRM, every phase of every marketing campaign can be tracked to provide meaningful analysis and campaign measurement.

Sage CRM empowers the marketing team to view activities, objectives, leads and follow-ups, and to drill down to specific activities including communications, opportunities, responses, budget, costs and prospects, managing and tracking every element of every marketing campaign.

Sage CRM makes it easier and more automated to roll out marketing campaigns putting marketing resources to their best use as it delivering detailed information. The success of individual or ongoing campaigns can be tracked in real-time, at any stage from the initial lead to the close.

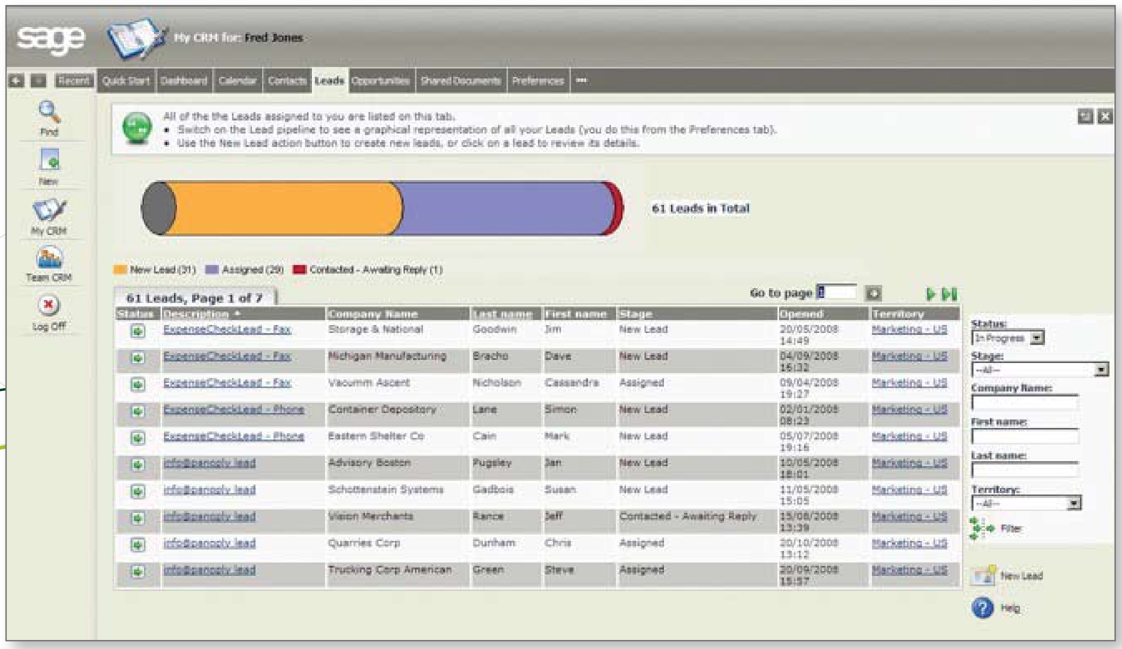
With user-friendly tools and reports, the marketing team have the ability to match sales revenues to specific campaigns and to analyse marketing campaigns per lead source. Powerful and flexible profiling of customers and prospects based on criteria selected by the marketing team as well as direct integration to mass e-mail and CTI functionality, makes Sage CRM an invaluable tool for organisations and marketers. Sage CRM can be used to analyse marketing campaigns by lead source or evaluate other important campaign details by using powerful yet user-friendly tools and reports. Sage CRM not only tracks response rates, it also permits the matching of sales revenues to specific campaigns. Management can use invaluable analysis tools in Sage CRM to determine marketing RoI and cost versus sales analysis.

"With Sage CRM, I can look at the metrics and see what material we send out and how effective it is. We like to segment our markets rather than 'blanket bomb' people with irrelevant information. Now we can customise what we do and make it more effective."
— Lee Wilson, Group Marketing Manager, Tilney

Lead Management

Managing and tracking leads is vital to ensure that sales opportunities are not missed and are actioned accordingly. With Sage CRM, leads can be qualified per selected criteria for follow-up and tracked at each stage in the process.

Full workflow management ensures that leads are maximised at all times. They can be assigned to relevant team members to follow up or converted accordingly. Sage CRM provides users with a number of predefined reports to help analyse and track the source of leads. Customised reports can also be designed and displayed on the interactive dashboard for quick reference.



Sage CRM provides powerful tools to record, track and assign leads allowing your team accurately measure the quality of leads, effectiveness of the marketing campaigns and the RoI achieved.

List Management and Segmentation

With Sage CRM it is possible to create targeted lists of prospects and customers that can be used for sales calls/ mailings. Customer data and prospect lists can be segmented based on desired criteria such as interest or demographics via user-friendly tools. Sage CRM allows users to focus marketing efforts on prospects that are most likely to purchase, thereby increasing return on investment and maximising marketing budget and spend.

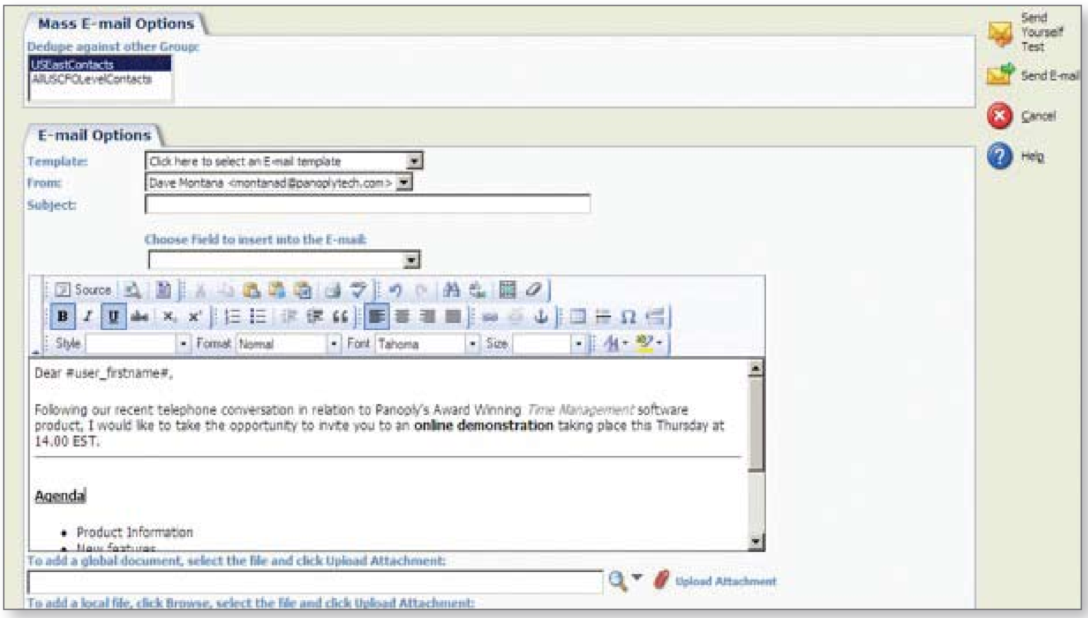
Sage CRM can be configured so that campaign responses trigger sub-lists for the next wave of the campaign, with successful responses moved to sales and non-responses kept on a reminder list (or removed if required).

Marketing lists can be recorded for future reference and Sage CRM provides the option to re-use successful campaign lists or import mail house lists. Detailed profiles of customers and prospects over the course of the relationship can be created and this information can be stored, reported and segmented for future campaigns.

E-mail marketing

Sage CRM provides the functionality to mass e-mail efficiently. Users can create e-mail templates, send HTML and attachments as well as store communications per campaign.

All communications are recorded to enable staff to review the exact e-mail message received by a specific user or prospect. Sage CRM provides enhanced formatting options for e-mails including a spell checker.

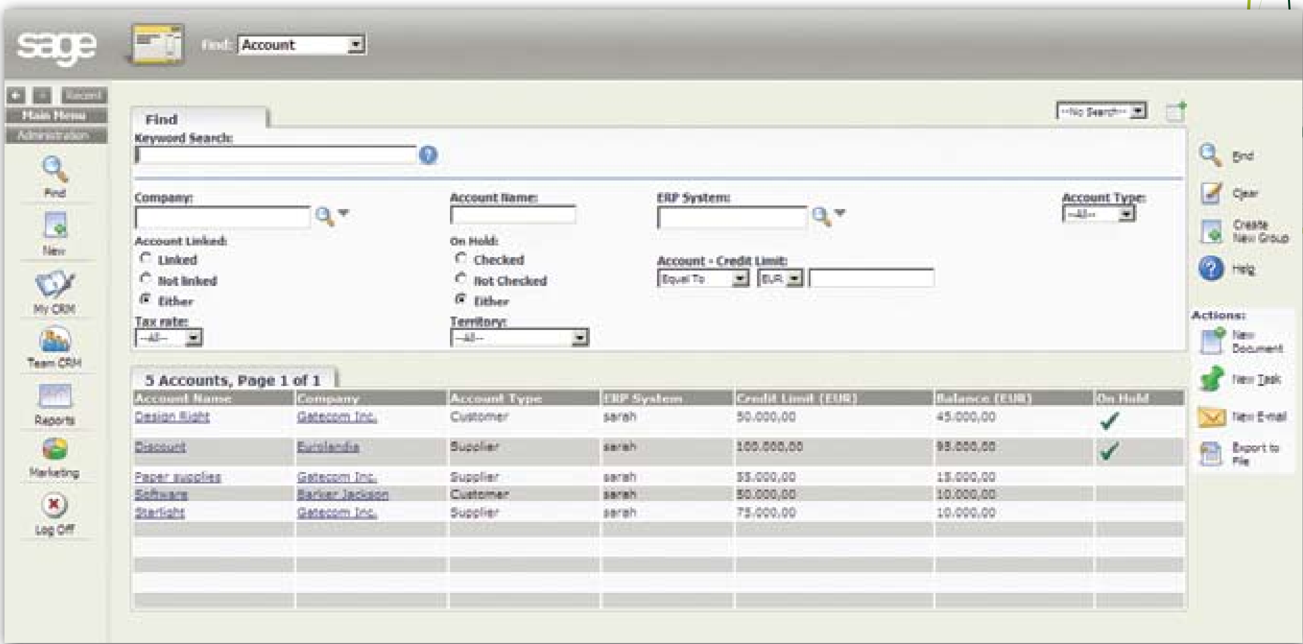


Creating highly visual and targeted e-mail campaigns is easy with Sage CRM.

Sage ERP Integration

Front-to-back-office integration between Sage CRM and Sage ERP systems allows marketing staff to leverage account information, enabling them to identify buying trends or suitable target segments. Access to financial information on customers, provides the marketing team with the ability to create marketing lists based on financial profiles and target customers with good credit ratings and purchase histories. Information from the Sage ERP system can be displayed on the interactive dashboard for quick and easy access, providing marketing teams with access to powerful customer data.

Return on marketing investment can be measured more accurately thanks to back-office integration. Integration between Sage CRM and ERP enables marketing staff to execute highly targeted campaigns based on customers' financial history and enables pin-point measurement of marketing RoI.



With Sage CRM and ERP integration, marketing teams can leverage financial information to target their most profitable customer.

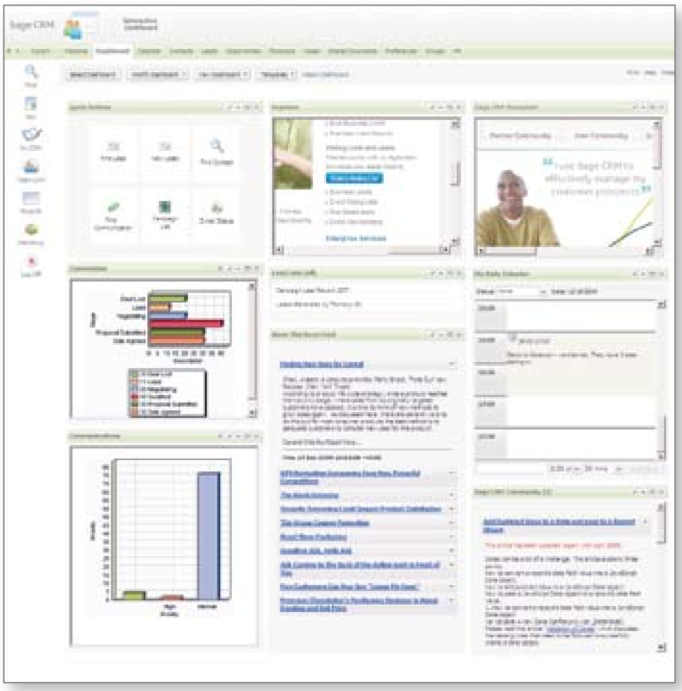
Reporting and Analysis

Sage CRM enables users to take control of their marketing budget by providing extensive planning and reporting tools across all levels of marketing activity. Leads, opportunities and closed sales are all associated back to their originating marketing campaign, so the direct revenue yield for each programme can be calculated accurately. Graphs, charts and reports can be generated and displayed on the interactive dashboard for quick and easy analysis.

The Interactive Dashboard

The interactive dashboard is an intuitive workspace from where the marketing team can view and monitor marketing campaigns and activities. A pre-installed marketing dashboard is available out-of-the-box or users can customise their own dashboard or team dashboard with content that is relevant to them and their role.

With the interactive dashboard, the marketing team can link to reports to track the success of marketing campaigns and activities. The dashboard also display feeds from websites such as news monitoring which will keep them up-to-date with published news on their business and on their competitors. Users can also link to LinkedIn® and other social networking sites to identify networking and marketing opportunities with customers and prospects.



The marketing dashboard provides users with a single view of relevant and comprehensive marketing information for quick and ease of reference.

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Talk to us!
t: UK: 0845 120 0064 / ROI: 01 419 8990
e: sage@pinnacle-online.com
w: www.pinnacle-online.com

About Sage CRM

Award-winning Sage CRM delivers full suite CRM (comprising sales, marketing and customer service automation) and offers a broad range of functionality with a low TCO to small and mid-sized organisations globally. Sage CRM equips sales, marketing and customer service teams with the tools they need to find new customers, close sales faster and build lasting, more profitable relationships across all channels. Regardless of how, when or where customers, partners and prospects choose to interact with your business, Sage CRM provides a decisive advantage by delivering a comprehensive, easy-to-use system to successfully manage these relationships.

Thanks to its ERP integration capabilities, the Sage CRM front-office is powered by data from the back-office to give sales, marketing, customer service and other front-office staff a true 360 degree view of customers across front-and back-office functions, differentiating it from many other CRM solutions in the market today.

The Sage Difference

- The leading supplier of SMB business applications in the world*
- Over 5.8 million customers
- Over 14,500 employees
- Over 30,000 Sage-certified partners specialising in business applications
- Direct presence in 26 countries
- Relationships with over 40,000 accountancy practices
- 28 year's experience
- Over 3.1 million Sage CRM Solutions users worldwide

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*Source: AMR Research, 2009, The Global Enterprise Application Market