



Sage CRM | Sage E-marketing for Sage CRM

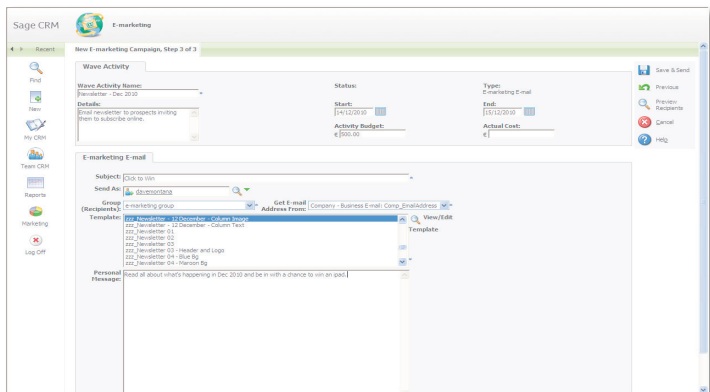
Unleash the Power of E-marketing

In recent times, businesses have had to become smarter in their marketing activities to ensure they stay competitive. They face the dual challenge of ensuring that they are effectively communicating with existing customers and prospects while keeping costs to a minimum.

E-marketing (or email marketing) is one of the most popular marketing communications methods favoured by companies today. However, the load and blast approach to e-marketing does not achieve the best results.

Sage E-marketing for Sage CRM gives users the opportunity to gain new customers and get closer to existing customers without ever having to leave Sage CRM. It provides easy to use functionality to enable users to execute high-quality, targeted e-marketing campaigns to generate leads. Users can benefit from a simple 3-step wizard to easily create new e-marketing campaigns and a choice of over 90 templates to get started immediately.

With Sage E-marketing for Sage CRM, users can create drip marketing campaigns quickly and easily, automatically delivering email communications to the right people at the right time for maximum impact. Open, click and bounce rates are automatically tracked, enabling marketers to calculate accurate ROI and deliver hot leads to the sales team. Campaigns can be cloned easily to allow users to share best practice with colleagues and for consistent execution of future campaigns.



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BENEFITS SNAPSHOT

Simple 3-step wizard for rapid campaign execution

Over 90 attention-grabbing templates available out-of-the-box

Editable templates that can be personalised quickly and easily

Rapid creation of groups from segmented prospects and customer lists

Smart-sending features

Automated drip marketing campaigns

Campaign filtering at each drip stage

Open, click and bounce rate tracking

Auto-feed of metrics into Sage CRM for rapid ROI calculation

Integrated telesales follow-up

Simple campaign cloning for consistent execution and departmental collaboration

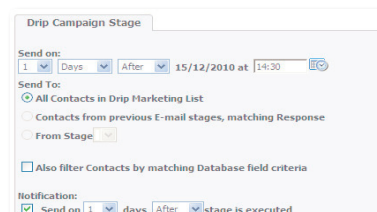
Execute Highly Targeted Campaigns

With Sage E-marketing for Sage CRM, users can quickly create personalised and targeted emails using over 90 highly professional email templates that cover all communication needs. Templates can be edited quickly and easily directly from within Sage CRM allowing you to personalise them with your logo, contact details, hyperlinks and call to action.

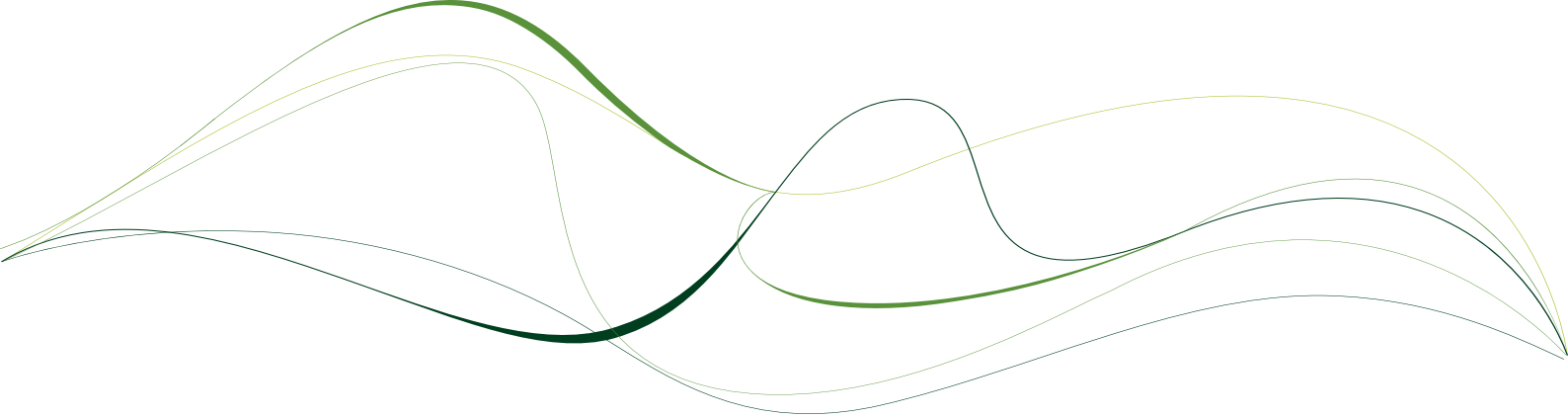
Users can also use mail merge fields to build email templates that auto-fill the recipient's and sender's information so templates are ready to send right away. Emails can be sent on behalf of another user to help centralise campaign creation while ensuring recipients recognise the email address in the 'from' field.

It is possible to run drip marketing campaigns quickly and easily thanks to Sage E-marketing for Sage CRM. Drip marketing campaigns enable companies to build brand awareness quickly and cost effectively by sending a series of marketing messages to contacts automatically reaching the right people at the right time.

Using the smart-sending features, users can run e-marketing campaigns based on a specific date, leave it to run perpetually or provide specific dates when it should be sent. Users can also preview e-marketing campaigns to ensure that all elements are in order before the email is ready to be sent.



Drip campaigns enable users to send a series of marketing messages to contacts automatically



Close the Loop with Telesales

Targeted groups can be quickly and easily created within Sage CRM using filtering features enabling users to segment campaigns to specific a group of prospects or existing customers. This ensures that all communications are focused on the groups that will provide the highest return and generate the most leads for the sales team.

Once the e-marketing campaign has been executed, a telesales call list can be created based on e-marketing responses, closing the loop between email and telesales.

Sage CRM web self-service can be linked to e-marketing campaign landing pages. This will not only help drive prospect and lead generation but will also assist with customer retention campaigns for existing customers.

Measure Campaign Results

With Sage E-Marketing for Sage CRM, responses can be analysed in real-time and campaigns can be tweaked continuously to ensure that companies get the maximum ROI from each and every campaign. From open rates to click and bounce tracking rate, this easy-to-use feature will not only help quantify the success of an e-marketing campaign but will allow users to pinpoint exactly how they can improve their communications and keep customers and prospects engaged.

With Sage E-marketing for Sage CRM, you can edit your templates, manage your campaigns, track your campaigns and share best practice with colleagues, all from within Sage CRM.



Sage E-marketing for Sage CRM

E-marketing Results Analysis	
Select Report	
Open & Clicks	
Unique Opens By Time	
Unique Opens By E-mail	
Opens By E-mail	
Opens By Time	
Unique Clicks By Link	
Unique Clicks By E-mail	
Clicks By Link	
Unopened	
Bounced	
Unsent	

Open, click and bounce rates are automatically tracked and calculated

*Sage E-marketing for Sage CRM requires an additional subscription. System administrators can set up a free trial for users. Refer to system administrator guide for more information.

About the Sage Group plc

The Sage Group plc is a leading global supplier of business management software and related products and services, principally for small to medium-sized enterprises. Formed in 1981, Sage was floated on the London Stock Exchange in 1989. Sage has 6.3 million customers and 13,400 employees worldwide. We operate in over 24 countries covering the UK, Europe, North America, South Africa, Australia, India and China. For further information please visit www.sage.com.



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