Marketing

Building lasting and profitable customer relationships means executing effective, timely marketing campaigns across all of your sales channels. It's critical that your company's marketing resources are put to their best use.

Sage SalesLogix Marketing provides full-scale marketing campaign management capabilities, including targeted customer segmentation, multi-channel marketing communications, and real-time reporting, designed to target your most profitable prospects and customers and shorten your sales cycle. Capturing rich, timely data from customer interactions across your organization allows you to develop and execute meaningful marketing programs that drive results.

SalesLogix Marketing segmentation capabilities enable you to execute highly-targeted marketing activities. Execute multi-channel campaigns, such as e-mail marketing, targeting your prospects and customers with the most effective message and medium. Leads generated by campaigns are tracked within Sage SalesLogix and qualified based on the criteria you define.

Most importantly, Sage SalesLogix delivers critical marketing intelligence, like return on investment (ROI), for your marketing campaigns, so you can focus your strategy and resources on programs that deliver results for your business.

SALES

MARKETING

CUSTOMER SERVICE

SUPPORT

MOBILE

Sage SalesLogix Marketing is a component of the integrated Sage SalesLogix customer relationship management (CRM) suite, which also includes Sales, Customer Service, Support and Mobile solutions.

FEATURES

Sage SalesLogix Marketing provides powerful capabilities for managing, tracking, and measuring targeted marketing campaigns.

- Campaign Management
- Segmentation & Groups
- Lead Management
- Web Lead Capture
- Lead Qualification
- Workflow Automation
- E-Mail Marketing
- Campaign Response Tracking
- Campaign Task Management
- Budget & Revenue Tracking
- Campaign Reporting (ROI)
- Marketing Resource Library
- Windows & Web Access

◄ *Create and track every component of your marketing campaigns easily in one quick-read window with the Sage SalesLogix Marketing campaign dashboard.*

Identify Profitable Customer Segments

Select the criteria of your ideal target prospect, then segment your customer and prospect lists into unique groups. With SalesLogix Marketing, you can find the most responsive audience for your campaigns and increase your revenues.

Build and Launch Multi-Channel Campaigns

Define campaign stages, targeting your prospects through multiple mediums. For example, execute e-mail marketing activities with EmPulse, an integrated marketing services provider. E-mail response data is automatically transferred to Sage SalesLogix. Also, import leads from all other campaign activities, and qualify them based on your chosen criteria.

Manage Campaigns End-to-End

Manage and track every component of your campaigns from within the SalesLogix Marketing campaign dashboard. View campaign stages, tasks, objectives, calls-to-action, and budgets. You can also view response rates and forecasted vs. actual sales results in real-time for each campaign from within a single view.

Measure ROI and Report Campaign Metrics

Sage SalesLogix not only tracks response rates and ties revenue to specific campaigns, but also enables you to analyze marketing campaigns by lead source, region, media type, and products sold, using flexible, built-in reports.

In addition, a record of every campaign communication is linked to the account history, so employees from Sales and Marketing to Customer Support and Accounting share a complete view of all account activity.

With Sage SalesLogix Marketing, you'll have every detail of your campaigns at your fingertips and the insight you need to increase the effectiveness of your marketing efforts and deliver sales results.
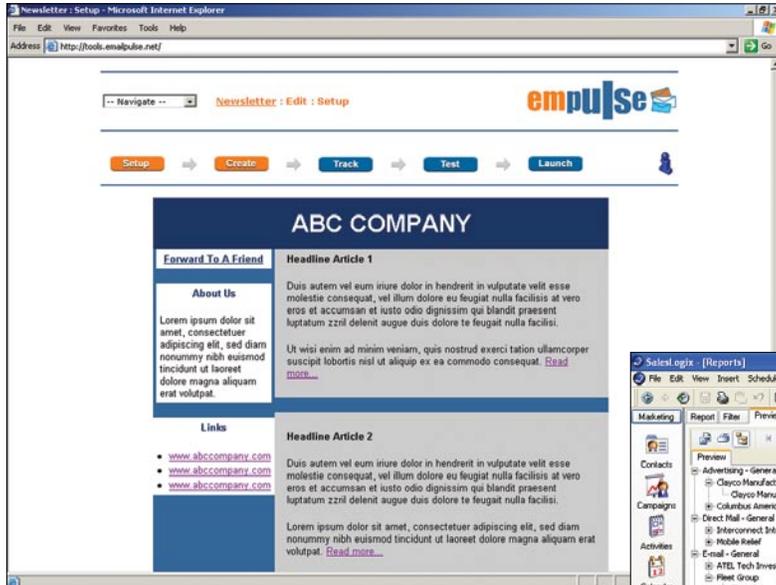
◀ Execute e-mail marketing campaigns with EmPulse, an integrated marketing services provider. E-mail response data is automatically transferred to Sage SalesLogix.

Evaluate the effectiveness of your marketing campaigns by analyzing sales potential associated with each lead source. ▶
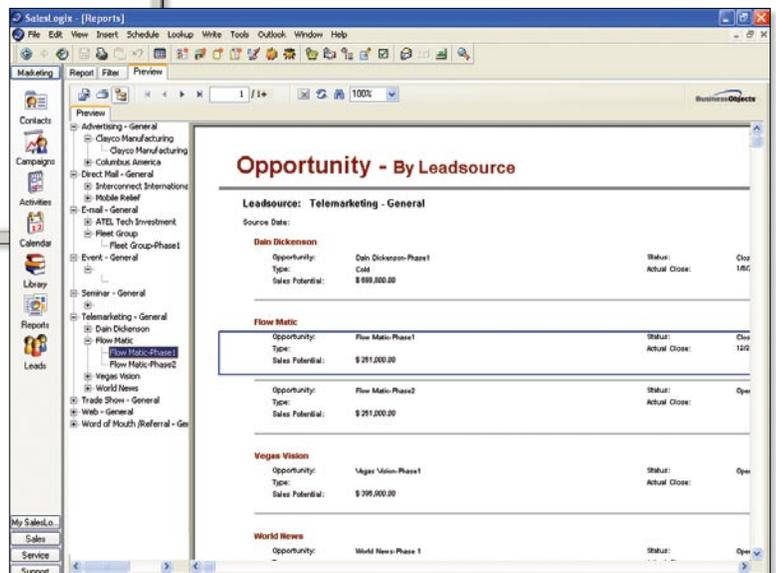
FEATURES

Campaign Management Features

- Design, execute, and track all campaign activities in one location.

- Re-use past successful campaign profiles.

- Launch custom contact processes to automate workflow for sales reps.

- Deactivate expired campaigns and retain key data for future reference.

Segmentation & Groups

- Deliver targeted marketing messages or sales offers to select customer segments.

- Enable sales reps to quickly create groups for personalized sales campaigns.

- Segment customer and prospect lists using user-friendly filtering tools.

- Export data to Microsoft Excel for additional analysis.

Lead Management

- Import leads from Web forms, tradeshows, seminars, or purchased lists.

- Manually create leads from cold calls or referrals.

- Track leads at every stage, from lead through closed sale.

Web Lead Capture

- Capture prospect information via a company Web site and import lead data.

- Launch marketing processes to schedule letters, calls, or literature requests.

- Gather valuable demographic data for use in segmentation and offer development.

Lead Qualification

- Create qualification checklists using criteria you define.

- Create unique qualification checklists for different products or services.

- Click to convert qualified leads to new sales opportunities.

- Merge duplicate leads with existing contacts and accounts.

Workflow Automation

- Streamline marketing and sales campaigns by automating standard tasks.

- Automatically archive letters, e-mails, faxes, or proposals within customer account records.

E-mail Marketing

- Execute e-mail campaigns using Mail Merge or integrated marketing service provider, EmPulse.

- Upload target lists directly into EmPulse.

- Pre-populate EmPulse with your company templates and content.

- Transfer EmPulse response data automatically into Sage SalesLogix.

Campaign Response Tracking

- View response data real-time to analyze the impact of campaigns in progress.

- Assess campaign metrics such as response ratio and associated sales revenue.

- View or add campaign info or responses from within account or contact records.

Campaign Task Management

- Coordinate and track the stages and tasks critical to executing effective campaigns.

- Schedule task owners, assign dates, due dates, and budget for each task.

"Sage SalesLogix Marketing provides full-scale marketing campaign management and sophisticated analytical tools designed to identify your most profitable customers and shorten your sales cycle."

Budget & Revenue Tracking

- Gain critical visibility into campaign budgets and direct revenue impact.

- View revenue real-time as opportunities linked to campaigns are updated.

- Track forecasted vs. actual budgets, including metrics such as cost per lead.

- Assess potential revenue for campaigns launched against target groups.

Campaign Reporting (ROI)

- Analyze the effectiveness of marketing efforts (ROI) and increase efficiency.

- Examine campaign data responses, associated revenue, and product detail.

- Evaluate potential vs. actual returns for each lead source, region, or media type.

Marketing Resource Library

- Maintain central repository for marketing information, materials, and tools.

- Attach and send files from the Library in e-mails to customers and prospects.

Windows & Web Access

- Capture or update campaign related information via the Internet.

- Activate the 'Do Not Solicit' feature to exclude accounts from future campaigns.

www.sagecrmsolutions.com/saleslogix

About Sage SalesLogix

Award-winning Sage SalesLogix is the CRM solution that enables businesses to acquire, retain, and develop profitable customer relationships by increasing sales and marketing performance and maximizing customer satisfaction and loyalty. Sage SalesLogix delivers deep, rich customization capabilities, high levels of end-user adoption, and low total cost of ownership across all deployment methods including Web, Windows, and mobile devices.

Sage SalesLogix provides organizations with the Freedom of Choice to select the access methods best suited for their teams, without sacrificing functionality, usability, or robust customization capabilities. Users can be more productive as they always experience the same rich user experience, regardless of application preference.

With more than 300,000 users at over 8,500 companies worldwide, Sage SalesLogix is the leading CRM solution for small to midsized businesses and divisions of larger enterprises, and is part of the Sage Software family of integrated business management solutions.

For more information, go to:
www.sagecrmsolutions.com/ saleslogix

Or contact your certified Sage SalesLogix Business Partner. To find a Business Partner in your area, call **800-643-6400**.

To register for an online demonstration to see how Sage SalesLogix can help your business, go to:
www.sagecrmsolutions.com/demo/ sagesaleslogix

SAGE 360°

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Your business in mind.