

## Saleslogix E-marketing

### Easy to Use. Cost Effective. Proven to Drive Sales.

Saleslogix E-marketing\* is an integrated, on-demand service that extends the campaign management and e-marketing capabilities of Saleslogix, enabling you to quickly and successfully engage with your contacts, qualify and nurture leads, and grow your customer base.

Saleslogix E-marketing is a fully integrated e-marketing solution that lets you create campaigns and view history, interactions and results - all from within your CRM solution - Saleslogix. Reports show you metrics such as open and click rates so you can understand which campaigns deliver the best results.

E-mail marketing is easy-to-do, cost-effective, and proven to drive sales. Give your business a competitive edge with Saleslogix E-marketing.

### Marketing Campaigns That Drive Results

With Saleslogix E-marketing you can create and send professional e-mail campaigns, keep your prospects and customers informed and promote your products, services, and events!

#### Target and Segment Profitable Prospects & Customers

- Use Saleslogix filters and groups capabilities to organise campaign targets, e.g., prospects who responded to a recent survey, customers in a certain region, etc

#### Sophisticated, High-impact Designs

- Select from over 130 templates that cover all of your communication needs from newsletters, e-mails, and product announcements to press releases
- Customise the provided pre-built templates with your logo, images, and copy - creating professional, dynamic e-mails that engage your customers and prospects
- Design and upload your own templates if you prefer, using your favourite design software

#### Flexible & Fast Send Options

- Preview communications before you send them out
- Send e-mails in an instant or schedule them to send at a later date
- Send e-mails on behalf of other employees, such as account managers - so they have more time to sell and you can ensure the correct branding and messaging are communicated

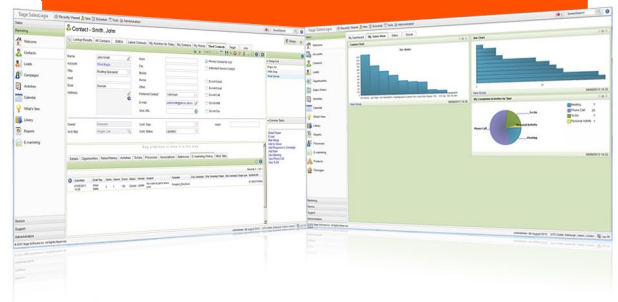
#### Not Just E-mail, Share your Content Socially and Get Shared

- Expand your e-mail audience by automatically posting your e-mail upon send to your Facebook, Twitter and LinkedIn pages, communicating your message across all of your networks quickly and effectively
- Spread your message further by adding social media sharing to your e-mail footer - encouraging your recipients to share your e-mails with their social networks



### Benefits snapshot

- Implement low-cost, effective e-mail campaigns that bring in more leads and revenue
- Automatically push hot leads to sales fast
- Gain valuable market and product insight to make better business decisions
- Understand which campaigns are bringing in the most revenue and leads
- Streamline sales and marketing activities through automating activities



## Put Your Multi-touch Campaigns on Autopilot

Create intelligent drip marketing campaigns that send a series of marketing messages to your contacts, campaigns, and leads.

- Stages can be triggered by actions from previous stages (e.g., send a postcard when a recipient opens an e-mail) or a database field criteria (e.g. send a follow-up e-mail for customers who have not registered for an event yet)
- Automatically send e-mails, postcards, letters, faxes, telemarketing lists, and more based on criteria you define

## Valuable Intelligence to Drive Better Business Decisions

Understand which campaigns are bringing in the most leads and revenue, and get these leads to your sales reps fast!

### Easily Understand Which Campaigns Are Most Successful

- View reports that graphically show you open and click rates, trends over time, forwarded campaigns, etc.
- Understand which links in your e-mails are most effective

### Empower Sales with Actionable Leads

- Generate call lists that rank your hottest prospects and customers based on how they've interacted with your campaigns
- Export to Microsoft Excel and send to your sales team or call centre straight away
- Create a group in Saleslogix that everyone can interact with
- Select the hottest leads in the list and assign to account managers, schedule phone calls or to-do items that show up in the account manager's activity area - ensuring leads are contacted right away

### Prepare to Be Enlightened with Survey Capabilities

- Send surveys to prospects and customers to capture valuable data for marketing and product development teams, e.g., customer satisfaction surveys, customer wish lists, and more
- Build better relationships with customers - understand if they're satisfied with your products and services, track their ratings, and have a customer service or sales rep follow-up with them
- Find out who can attend your events and easily follow-up differently based on responses, e.g., those who have replied.
- Attach forms to white papers to capture contact information and watch your database grow - plus understand which collateral is bringing in the best leads

\* Saleslogix E-marketing requires an additional subscription.

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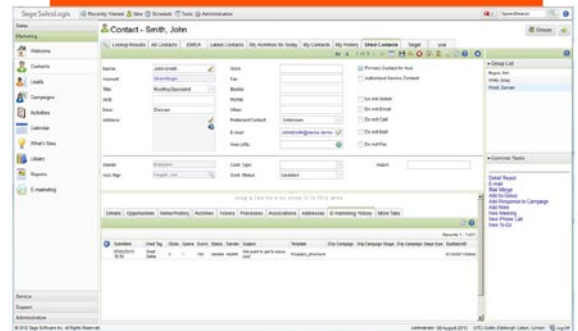
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- Send professional e-mails to promote your products and events.



- Make intelligent, informed decisions based on campaign results.

**About Saleslogix**  
 Saleslogix provides a complete view of customer interactions across departments—providing information and insights for better planning, managing, and forecasting. Your teams will have the tools to increase sales, reach more profitable customers, enhance the customer experience, and anticipate customer needs. Saleslogix offers flexible access, deployment, and payment options to address your unique business requirements.