



SAGE CRM SALESLOGIX

Marketing

- SALES
- MARKETING
- CUSTOMER SERVICE
- SUPPORT
- MOBILE

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

FEATURES

Sage CRM 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

The screenshot shows a detailed view of a marketing campaign. At the top, it displays campaign details: Name (Trade Show - Chicago), Status (Active), Code (TS), Objective (100 New Leads), Start Date (6/21/2006), End Date (7/21/2006), Lead Source (Trade Show - General), Manager (McNulty, Brian), and Products (GoNote Laptop 3000v). A 'Launched' button and 'to 527 Targets' are also visible.

Below this is a 'Responses' table with columns for Name, Lead Source, Type, Response Date, Response Method, and Comments. It lists several responses from various sources like 'Event - General' and 'Seminar - General'.

At the bottom, there are several summary tables:

Budget				Response			
	Budget	Actual	Variance	Potential	Expected	Actual	Variance
Task Costs:	5000.00	5532.14	532.14	Contact Response Qty:	60	40	21
Expenses:	1200.00	1016.22	183.78	Contact Response Rate:	100%	66%	35%
Calculated Cost:	6200.00	6548.36	348.36	Lead Response Qty:	79	40	18
Est. Cost:	6200.00	6548.36	348.36	Lead Response Rate:	100%	51%	23%

Cost Metrics				Opportunities			
	Budget	Actual	Variance	Open Potential:	Response to Opp:	% Rate	Qty
Cost / Target:	40.00	44.60	4.60	Open Weighted:	5	26%	10
My SalesLo... / Response:	70.00	158.97	88.97	Actual Won:	4	40%	4
Cost / Opp:	200.00	442.85	242.85	Actual Lost:	2	20%	2
Cost / Sale:	350.00	1550.00	1250.00				

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

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 CRM 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.

Sage CRM 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 CRM SalesLogix and qualified based on the criteria you define.

Most importantly, Sage CRM 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.



PRODUCT BENEFITS

- Design marketing campaign goals and activities
- Segment customers and prospects for effective targeting
- Deliver high-impact marketing communications
- Increase lead conversion rates by qualifying based on your criteria
- Automate campaign activity scheduling and follow-ups
- Assign “hot” leads based on your business rules
- Track campaign success by lead source
- Analyze ROI and increase marketing effectiveness

Identify Profitable Customer Segments

Select the criteria of your ideal target prospect, then segment your customer and prospect lists into unique groups. With Sage CRM 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 CRM 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 Sage CRM 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 CRM 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 CRM 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.

The image shows two overlapping screenshots. The top screenshot is a web browser displaying an email campaign interface for 'ABC COMPANY' using EmPulse. The interface includes a navigation bar with 'Setup', 'Create', 'Track', 'Test', and 'Launch' buttons. Below this, there are sections for 'Forward To A Friend', 'About Us', 'Headline Article 1', 'Links', and 'Headline Article 2'. The bottom screenshot is a Sage CRM SalesLogix Marketing report titled 'Opportunity - By Leadsource'. The report shows a table of opportunities categorized by lead source, including 'Dan Dickenson', 'Flow Matic', 'Vegan Vision', and 'World News'. Each row lists the opportunity name, type, lead potential, status, and actual close date.

Execute e-mail marketing campaigns with EmPulse, an integrated marketing services provider. E-mail response data is automatically transferred to Sage CRM SalesLogix.

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

Features

Campaign Management

- 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

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

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 website 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
- 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 CRM 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

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

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

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 a 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



Sage CRM SalesLogix

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



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About Sage CRM SalesLogix

Sage CRM SalesLogix is the customer relationship management solution that enables small to mid-sized businesses to cultivate profitable customer relationships by increasing sales and marketing performance and maximizing customer satisfaction and loyalty.

Designed to meet the distinct needs of small to mid-sized businesses, Sage CRM SalesLogix delivers integrated Sales, Marketing, Customer Service, and Support automation solutions that adapt to your unique customer acquisition, retention, and development processes.

Sage CRM SalesLogix provides a complete CRM solution with low cost of ownership, rapid time to productivity, and high return on investment. Flexible and easy to use, Sage CRM SalesLogix readily accommodates growth and changing business requirements.

Sage CRM SalesLogix, the SMB CRM leader with more than 7,300 customers worldwide, is part of the Sage Software family of integrated business management solutions.

About Sage Software

Sage Software offers leading business management software and services that support the needs, challenges, and dreams of more than 2.5 million small and mid-sized business customers in North America. Its parent company, The Sage Group plc (London: SGE.L) supports 4.7 million customers worldwide. For more than 25 years, Sage Software has delivered easy-to-use, scalable and customizable software for accounting, customer relationship management, human resources, time tracking and the specialized needs of accounting practices and the construction, distribution, manufacturing, nonprofit and real estate industries. For more information, please visit the Web site at www.sagesoftware.com or call **866-308-2378**.

For more information, go to:

www.saleslogix.com

Or contact your certified Sage CRM 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 CRM SalesLogix can help your business, go to:

www.saleslogix.com/demo