



SageCRM Marketing

Make your marketing dollars work harder

SageCRM provides powerful tools for marketing teams to plan, execute, and audit highly targeted marketing campaigns. Easy-to-use, the SageCRM Marketing solution helps marketing users target the right customer at the right time—eliminating guesswork and optimizing marketing resources. The solution also provides the ability to assign and analyze marketing activities efficiently and easily.

Build a detailed profile of your audience

SageCRM Marketing enables you to build a detailed profile of your customers and prospects over the course of the relationship. Lists can be assembled based on multiple criteria from your database. Responses to campaigns can trigger sub-lists for the next stage of the campaign with successful responses moved to sales and non-reponses kept on a reminder list or removed if so requested. This information can be stored, reported, and segmented for future campaigns.

Manage the marketing mix

With SageCRM Marketing, every phase of every campaign can be tracked to provide meaningful analysis and measurement. View activities, objectives, leads generated, and lead follow-up. Then, drill down to specific activities within a campaign including communications, opportunities, responses, budget, actual cost, and lists of prospects. These advanced capabilities eliminate guesswork and help you maximize your marketing resources.



◀ SageCRM Marketing empowers users to easily manage and track every element of every marketing campaign—from activities, objectives, and leads to specific activities including communications, opportunities, responses, and budgets.



◀ With Sage CRM you can track every phase of your marketing campaigns and provide meaningful analysis.

BENEFITS

Manages, tracks, and measures every phase of every marketing campaign

Maximizes marketing resources by delivering detailed information and eliminating guesswork

Segments customer data and lists based on desired criteria such as interest or demographics for targeted communications

Integrates telemarketing easily into your marketing campaigns

Provides built-in functionality to manage, send, and store e-mail campaigns

Ensures leads are visible to all team members and have the appropriate team member assigned to them

Matches sales revenues to specific campaigns—providing immediate cost vs. sales analysis data

About SageCRM

SageCRM is an easy-to-use, fast-to-deploy, feature-rich Customer Relationship Management solution with out-of-the-box but configurable business process automation. Access methods include both hosted and deployed models through a Web browser.

FEATURES

Campaign Management	SageCRM Marketing empowers users to view activities, objectives, leads, and follow-ups; drill down to specific activities including communications, opportunities, responses, budget, costs and prospects; and manage and track every element of every marketing campaign. Expedites campaign analysis, automating key processes as you roll out marketing campaigns. Maximizes marketing resources by delivering detailed information and eliminating guesswork.
Segmentation and Groups	Customer data and prospect lists can be segmented based on desired criteria such as interest or demographics via user-friendly tools. Marketing lists can be exported to Microsoft Excel if required. Enables targeted messages to be delivered to select groups or target audiences.
Outbound Call Management	With SageCRM, it is possible to allocate and schedule target lists, calls, and follow-up calls at times convenient for prospects and customers. Integrates telemarketing easily into any marketing campaigns and facilitates the sharing of call details for transparency and easy access across the company.
E-mail Management	SageCRM Marketing provides the functionality to send mass e-mails efficiently with the ability to create e-mail templates, send HTML, and attachments as well as store communications per campaign. Allows employees to review the exact e-mail message received by a specific user or prospect.
Campaign Reporting	Track the success of individual or ongoing campaigns in real time at any stage in the campaign—from the initial lead to the close—and match sales revenues to specific campaigns. Provides immediate cost-versus-sales analysis data and the ability to analyze marketing campaigns per lead source with user-friendly tools and reports.
Lead Management	With SageCRM Marketing, leads can be qualified per selected criteria for follow-up and tracked at each stage in the process. Ensures leads are visible to all team members, prioritized by management, have the appropriate team member assigned to them, and are maximized at all times.
Computer Telephony Integration (CTI)	SageCRM schedules calls for telemarketers and triggers follow-ups dependent on the outcome of the calls. Details of the call, such as length and results, are saved for cross departmental future reference. In addition, CTI Integration delivers advanced call automation and recognition tools. Provides telemarketers with the tools necessary for effective and efficient campaigns.
List Building and Management	Multiple criteria may be selected to assemble lists. It is also possible to merge documents with target lists for mass mailings. Responses to campaigns can 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 desired. Records marketing lists for future reference and provides the option to reuse successful campaign lists or import mail house lists. Offers the tools to create detailed profiles of customers and prospects over the course of the relationship. This information can be stored, reported and segmented for future campaigns.
Campaign Evaluation Tools	Analyze marketing campaigns by lead source or evaluate other important campaign details by using sophisticated, user-friendly tools and reports. SageCRM not only tracks response rates, it also permits the matching of sales revenues to specific campaigns. Enables the status of campaigns to be viewed at any time to evaluate ongoing return on investment. Provides immediate cost-versus-sales analysis data.

ABOUT SAGE SOFTWARE

Sage Software supports the needs, challenges, and dreams of more than 2.7 million small and midsized business customers in North America through easy-to-use, scalable, and customizable software and services. Our products help manage a complete range of business functions including: accounting, operations, customer relationship management, human resources, time tracking, merchant services and the specialized needs of the construction, distribution, healthcare, manufacturing, nonprofit, and real estate industries.

