



SAGE MAS 90 SAGE MAS 200
SAGE MAS 500

SAGE CRM SALESLOGIX MARKETING

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

FEATURES

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

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

Edit Campaign Information	
Campaign Name:	Trade Show - Chicago
Description:	Annual Expo
Entity:	Trade Show
Type:	Event
Code:	TE
Objectives:	100 New Leads
Call to Action:	Call for Demo
Target Audience Group:	Latest Contacts
Target Audience List:	Trade Show - Chicago
Contact Process:	Lead - Next Step
Notes:	Invite Trade Show Attendees to View Online Product Demo
Actual Launch:	3/4/2004
Status:	Active
Forecast Budget:	\$15,000.00
Actual Cost:	\$3,000.00
Units Created:	
Expected Results:	100%
Potential Responses:	272
Actual Responses:	1
Actual Results:	0.37%
Actual Sales:	
Task Budget:	\$5,000.00
Task Actual Amount:	\$3,000.00

Create and track every component of 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 initiatives across all of your sales channels. It is critical that your company's marketing resources are put to their best use.

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. Capturing rich, timely data from customer interactions across your organization allows you to develop and execute meaningful marketing programs that drive results.

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.



Sage CRM SalesLogix Marketing

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.

Map Your Path to Selling More

Graphically configure custom campaign processes, assign them to unique groups of prospects, and then launch the campaign. The follow-up tasks you identify are scheduled and assigned to your sales team automatically based on rules you define.

Manage Campaigns End to End

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

Measure ROI and Report Campaign Metrics

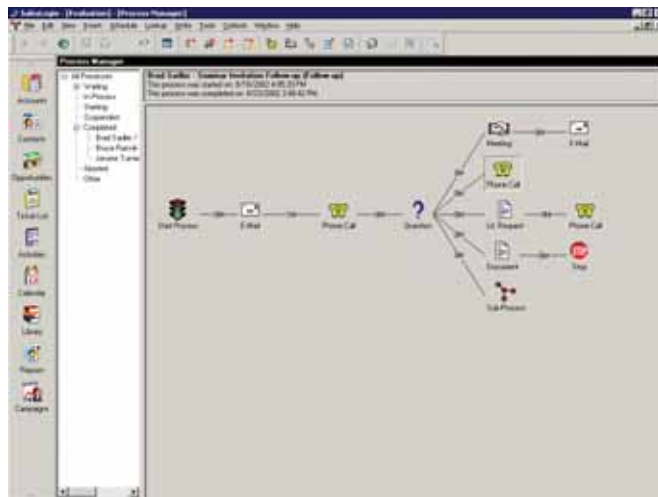
Sage CRM SalesLogix not only tracks response rates and ties sales revenue to specific campaigns, but also enables you to analyze marketing campaigns by lead source, region, media type, and products sold, using flexible built-in reports.

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.

PRODUCT BENEFITS:

- Segment customers and prospects by meaningful profiles
- Create custom campaigns for unique groups
- Design and deliver high-impact marketing communications
- Automate campaign activity scheduling and follow-ups
- Assign "hot" leads based on dynamic business rules
- Track campaign success by lead source
- Analyze ROI and increase marketing efficiency



Design custom campaign processes and apply them to unique groups of customers or prospects. Sage CRM SalesLogix automatically schedules the follow-up activities and assigns them to your sales team.

Opportunity - By Leadsources			
LeadSource: Telemarketing - General			
Source File:			
Lead Information	Opportunity: [Lead Source Field]	Value:	100
	Type: Lead		100
	Date Created: 1/28/2010		
Phone Calls	Opportunity: [Lead Source Field]	Value:	100
	Type: [Lead Source Field]		100
	Date Created: 1/28/2010		
Web Sites	Opportunity: [Lead Source Field]	Value:	100
	Type: [Lead Source Field]		100
	Date Created: 1/28/2010		
Mail Merges	Opportunity: [Lead Source Field]	Value:	100
	Type: [Lead Source Field]		100
	Date Created: [Lead Source Field]		

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

Features

Segmentation and Groups

- Segment customer and prospect lists using advanced query tools
- Perform temporary lookups or create groups for repeat access to sets of records
- Deliver targeted marketing messages or sales offers to select customer segments
- Export group data to Microsoft Excel for additional analysis

Campaign Management

- Manage and track all aspects of marketing campaigns in one location
- Record campaign name, description, tasks, status, budget, and calls-to-action
- Launch custom contact processes to automate workflow for sales reps
- Deactivate expired campaigns and retain key data for future reference

Workflow Automation

- Streamline marketing and sales campaigns by automating standard tasks
- Graphically configure campaign workflows such as calls, mail, or meetings
- Assign custom processes such as 'Trade Show Lead' to campaign target groups
- Add decision points and conditional requirements before events are triggered

Marketing Communications

- Communicate with customers and prospects using multiple mediums
- Create HTML e-mail templates, then personalize and send them using Mail Merge
- Archive letters, e-mails, faxes, and proposals within customer account records
- Attach marketing literature, product info, and pricing from the Marketing Library

Campaign Response Tracking

- View response data in 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
- Information captured at the individual opportunity level rolls into management view

Web Lead Capture

- Capture prospect information using a company Web site & import data into Sage CRM SalesLogix
- Assign leads to sales reps automatically based on dynamic business rules
- Launch marketing processes to schedule letters, calls, or literature requests
- Gather valuable demographic data for use in segmentation and offer development

Campaign Task Management

- Coordinate and track the tasks critical to executing effective campaigns
- View all tasks or drill down on specific tasks for more detailed information
- Schedule task owners, assign dates, due dates, and budget for each task
- Manage budget and workflow for employees and external vendors

Budget and Revenue Tracking

- Gain critical visibility into campaign budgets and direct revenue impact
- Assess potential revenue for campaigns launched against target groups
- View revenue in real time as opportunities linked to a campaign are updated
- Track forecasted versus actual budget per task within the campaign management view

Campaign Reporting (ROI)

- Analyze the effectiveness of marketing efforts (ROI) and increase efficiency
- Examine campaign responses, associated revenue, and product detail
- Evaluate forecasted versus actual return for each lead source, region, or media type
- View campaign data with Crystal Reports® and adjust marketing strategy

Marketing Resource Library

- Maintain a central repository for marketing information, materials, and tools
- Create folders to organize items into categories and insert files
- Store product information, sales collateral, manuals, pricing, and presentations
- Attach and send files from the Library in e-mails to customers and prospects



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.



Sage MAS 90, Sage MAS 200, and Sage MAS 500

Sage CRM SalesLogix Marketing

About Sage Software

Sage Software (formerly Best Software) offers leading business management software and services that support the needs, challenges, and dreams of more than 2.4 million small and midsize business customers in North America. Its parent company, The Sage Group plc (London: SGE.L), supports 4.5 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/moreinfo or call 866-308-2378.

About Sage CRM SalesLogix

Sage CRM SalesLogix is the customer relationship management solution that enables small to midsize 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 midsize 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 6000 customers worldwide, is part of the Sage Software family of integrated business management solutions.