

Sage CRM

Targeted measurable marketing

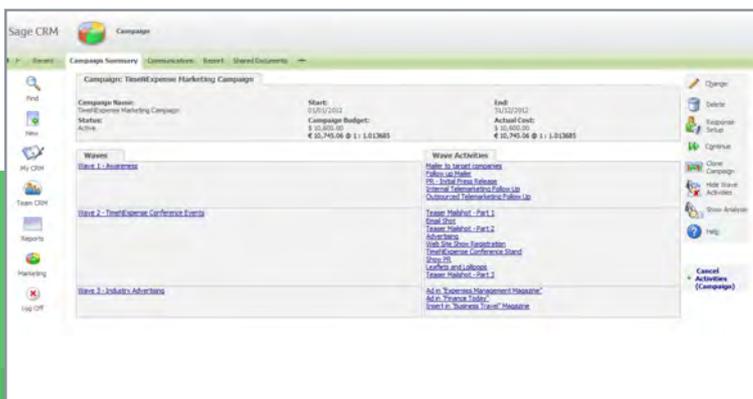
Plan, execute and measure your campaigns

An invaluable tool for marketers, Sage CRM enables your marketing teams to plan, execute, and measure the success of every marketing campaign. It becomes much easier to get the right messages to the right people at the right time, eliminating guesswork, and making the best use of your marketing resources.

Financial profiling, order information, purchase histories, special interests and demographics can all be used to create detailed and accurate profiles of your customers and prospects for more highly targeted campaign planning.

The more highly targeted your campaigns are, the more successful they will be. Sage CRM makes it easier to deliver targeted campaigns by providing your marketing team with detailed information drawn from across your business. Whether using your own campaign lists or imported email lists, you'll find executing campaigns has never been easier.

Sage CRM provides effective controls for monitoring marketing budget and can also calculate direct revenue yields. Reports can help track source of leads and assess opportunities. It also helps identify those prospects who are more likely to purchase, increasing ROI and maximizing marketing campaign expenses. Highly graphical reports and charts can be displayed on an interactive dashboard for quick reference, giving your teams the ability to assess results immediately.



Benefits Snapshot

- Create, track and manage dynamic marketing campaigns that really deliver
- Plan and track activities, tasks, budgets and details for each marketing activity
- Produce highly targeted customer communications improving response rates
- See marketing campaign performance in real-time so that you can better manage your budget
- Use a marketing workflow out-of-the-box for rapid campaign execution
- Create and send targeted email marketing communications quickly and easily with Sage E-marketing for Sage CRM*
- Gather valuable information about your contacts interaction with your email messages including open rates, clicks, and unsubscribes to determine campaign effectiveness
- Leverage the power of social media to engage more effectively with your customers across Facebook, Twitter and LinkedIn

Sage CRM tracks and manages multi-channel marketing campaigns from lead to close of sales for maximum marketing effectiveness.

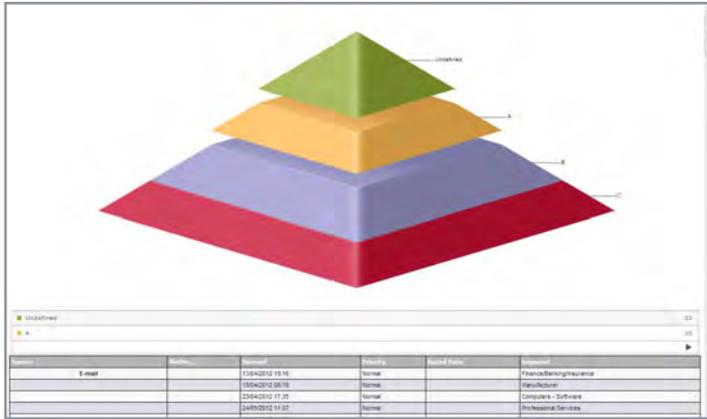
A photograph of two men in business attire. The man on the left is smiling broadly and looking towards the man on the right. The man on the right is partially visible in profile, wearing a suit and tie. The background is a blurred office setting with plants and windows.

“Sage CRM adds a new level of professionalism to our direct mail, telemarketing and email campaigns. The detailed reports we generate give us immediate results, so we can tweak a campaign for greater effectiveness. Our campaigns are at least 20 percent more successful due to Sage CRM.”

Tom Matheny,
Database Marketing
Manager,
Buffalo Sabres

Total Campaign Management

Sage CRM's total campaign management functionality enables your marketing teams to easily structure campaigns. Campaign execution becomes consistent and streamlined across channels for maximum reach and impact. With Sage CRM, every phase of every marketing campaign can be tracked to provide meaningful analysis and campaign measurement.



Your team can accurately measure the quality of leads, the effectiveness of each marketing campaign, and the ROI. Sage CRM provides powerful tools to record, track and assign leads.

Sage CRM enables your marketing team to view activities, leads, and follow-ups, and to drill down to specific activities including communications, opportunities, responses, budget and costs. Every campaign element can be easily tracked and managed.

With Sage CRM your teams can easily roll out automated marketing campaigns, putting marketing resources to their best use. The success of these campaigns can be tracked in real-time, at any stage, from the initial lead to the close. Another great feature lets teams clone campaigns. By repurposing and using winning campaigns, it enables each member to share best practice with others and re-create campaigns quickly and easily. With intuitive features and highly graphical reports, your marketing team will be able to match sales revenues to specific campaigns and analyze each lead source.

Your business can benefit from how easy it is to profile customers and prospects. Your business can even use the same contact information for your telephone call activity through Computer Telephony Integration (CTI). Sage CRM can quickly become an integral and invaluable tool for not only marketing, but also sales and customer service.

Lead Management

Managing and tracking leads is vital to ensure that sales opportunities are not missed and are actioned accordingly. With Sage CRM, leads can be qualified using selected criteria for follow-up. Each stage in the sales cycle process is tracked. Sage CRM uses flexible workflows so leads are followed up at all times or assigned to relevant team members. Users also have easy access to a number of pre-defined reports so they can see the history on leads and analyze their best opportunities. Specialized reports can also be designed and displayed on an interactive dashboard for quick reference.

List Management and Segmentation

List segmentation using Sage CRM ensures you send highly targeted marketing communications to the right people every time. Customer data and prospect lists can be easily segmented based on desired criteria such as interest or demographics. Sage CRM ensures your team remains focused on those prospects who are most likely to buy so that the return on investment is maximized.

Sage CRM can be configured so that campaign responses trigger sub-lists for the next wave of the campaign, with successful responses moved to sales and non-responses kept on a reminder list.

Detailed profiles of customers and prospects over the course of the relationship can be created. Profile information can be stored, reported, and segmented for future campaigns.

“Since adopting Sage CRM, Boomerang Media has become more efficient than ever. All the information that we process and require for our daily operation is now more organized which has really helped improve our business efficiency.”

Daniel Martinez,
Product Manager,
Boomerang Media

Sage CRM

Sage E-marketing for Sage CRM*

Email marketing is one of the most popular marketing tools for businesses today. With minimal resource requirements, small and medium-sized companies can deliver personal, relevant and timely email marketing communications to customers and prospects alike.

Sage E-marketing for Sage CRM gives businesses built-in email marketing right within Sage CRM, allowing you to quickly and easily build campaign lists, design effective email communications, and deliver your messages to the right people at the right time. With Sage E-marketing for Sage CRM, you can quickly create personalized and targeted emails and choose from over 90 highly professional, eye-catching email templates that cover all your communication needs.

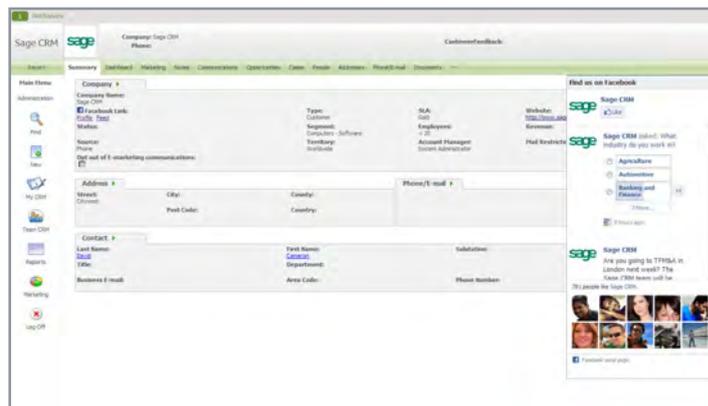
Open and click. Bounce rates are automatically tracked so you can calculate accurate ROI and deliver hot leads to your sales team.



Users can benefit from a simple 3-step wizard to easily create new e-marketing campaigns with a choice of over 90 templates to get started immediately.

Connect with your customers using Social CRM

Your business has an enormous opportunity through social media to engage with customers and prospects. Integrating social media activity with Sage CRM can increase that potential. Sage CRM integrates with key social media applications including LinkedIn, Twitter, and Facebook. You can interact with prospects and customers in a more collaborative manner, cultivating richer communications, expanding market insights, and building on customer loyalty.



Get instant information about customers and prospects with Sage CRM for Facebook.

By engaging with LinkedIn® members through Sage CRM for LinkedIn®, users can tap into the endless possibilities of social networking for instant knowledge about customers and prospects.

Sage CRM for Twitter enables you to view and manage Twitter feeds all from within Sage CRM. Your marketing teams can easily post or reply directly to a Tweet, view Twitter feeds for specific companies and people and then save the contents of these Tweets to a note without leaving Sage CRM.

Sage CRM for Facebook enables users to gain customer insights from Facebook, giving them a complete picture of customer and prospect interactions, without leaving Sage CRM.

In addition to these key social CRM integrations, a website gadget on the Sage CRM interactive dashboard allows your team to browse social media sites from within Sage CRM, removing the need for them to switch between applications.

*Sage E-marketing for Sage CRM requires an additional subscription.

Sage ERP Integration

When you integrate Sage CRM with Sage ERP, your marketing team can access richer information on your customer base. They can execute highly targeted promotions for both new and existing customers, whether it's promoting overstocked items or new products that match a customer's buying history. They can also use the data to develop stronger loyalty programs because they have better information about the customer; information that can be tied to their marketing data.

Information from a Sage ERP system can be displayed on an interactive dashboard for quick and easy access, providing a marketing team with at-a-glance visibility into relevant customer information.

Reporting and Analysis

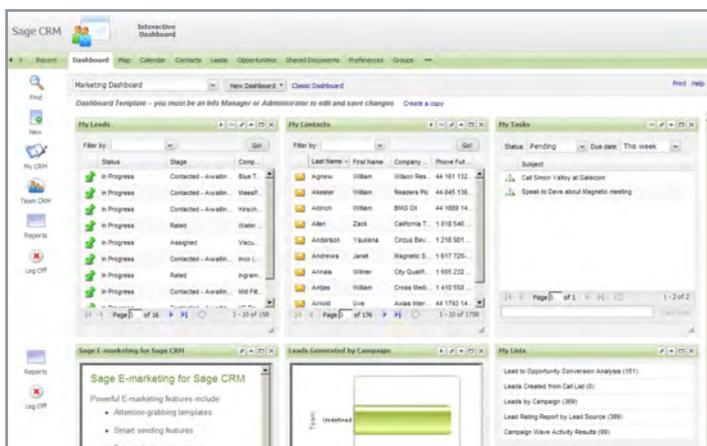
Sage CRM enables users to take control of their marketing budget. It provides extensive planning and reporting tools across all levels of marketing activity. Leads, opportunities and closed sales are all associated back to their originating marketing campaign so the direct revenue yield for each program can be calculated accurately. Alerts can be created to notify users when they are over budget so cost management can be immediately controlled.

CTI Integration

As another option, Sage CRM can schedule calls and trigger follow ups dependent on each call outcome. Information on the details of each call, such as length and results, are saved for cross-departmental future reference. In addition, CTI integration delivers advanced call automation and recognition tools providing a call center with the tools necessary for effective and efficient telemarketing campaigns.

The Interactive Dashboard

The interactive dashboard is an intuitive workspace that allows your marketing teams to view and monitor marketing campaigns and activities. A pre-installed marketing dashboard is available out-of-the-box or users can customize their own dashboard with content that is relevant to them and their role.



The marketing dashboard provides users with a single view of relevant and comprehensive marketing information for quick and easy reference.

With the interactive dashboard, the marketing team can link to highly graphical reports and charts to track the success of marketing campaigns and activities. The dashboard can also be used to display important online information from websites and social media channels so your team can keep up-to-date with published news on your company or competitors.

“Sage CRM helps us tailor campaigns that are a lot less wasteful than advertising. We can make sure relevant customers are alerted when one of our roadshows visits their area, for example, or we can send them information about a new product that suits their profile. Sage CRM has definitely helped us differentiate in a market that’s price driven.”

Steen Teisen,
CEO,
Widex, China



About Sage CRM

Over 14,000 small and medium sized companies across the globe use Sage CRM every day to accelerate sales, drive business productivity and make every customer interaction count. It is used by enterprising, growing companies seeking new ways to interact with customers, leverage the power of social media and take advantage of the latest mobile developments to further grow their business. When combined with Sage ERP, our customers enjoy better business insight, increased efficiencies and productivity, and gain a single, customer-centric view across their entire business. So whether you're just starting out or have already grown to several hundred employees, Sage CRM can help accelerate your business success.

For more information contact us at 866-530-7243 or visit at www.na.sage.com/sage-crm

