

Sage CRM Marketing

Sage CRM provides powerful tools for marketing teams to plan, execute and audit highly targeted marketing campaigns. Easy-to-use, Sage CRM provides marketing users with the tools to target the right customer at the right time, eliminating guesswork and optimising marketing resources. With Sage CRM, users have the ability to assign and analyse marketing activities efficiently and easily.

The screenshot displays the Sage CRM Marketing interface. At the top, there is a navigation bar with 'Campaign Summary', 'Communications', 'Report', and 'Shared Documents'. Below this, the main content area is titled 'Campaign: TimeNExpense Marketing Campaign'. It features a summary table with the following data:

Campaign Name: TimeNExpense Marketing Campaign	Start: 01/01/2012	End: 12/31/2012
Status: Active	Campaign Budget: \$ 10,600.00 € 10,745.06 @ 1 : 1.013685	Actual Cost: \$ 10,600.00 € 10,745.06 @ 1 : 1.013685

Below the summary, there are two main sections: 'Waves' and 'Wave Activities'. The 'Waves' section lists three waves: 'Wave 1 - Awareness', 'Wave 2 - TimeNExpense Conference Events', and 'Wave 3 - Industry Advertising'. The 'Wave Activities' section lists various activities for each wave, such as 'Mailer to target companies', 'Teaser Mailshot - Part 1', and 'Ad in "Expenses Management Magazine"'. On the right side, there is a vertical toolbar with icons for 'Change', 'Delete', 'Response Setup', 'Continue', 'Hide Wave Activities', 'Show Analysis', and 'Help'. At the bottom right, there is a 'Cancel Activities (Campaign)' button.

Feature	Explanation	Benefit
Campaign Management	Sage CRM Marketing empowers users to view activities, objectives, leads and follow-ups, to drill down to specific activities including communications, opportunities, responses, budget, costs and prospects; managing and tracking every element of every marketing campaign.	Expedites campaign analysis, makes it easier and more automated to roll out marketing campaigns and creates good business practice going forward. Puts marketing resources to their best use as it delivers detailed information and eliminates 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 and marketing lists can be exported to Microsoft Excel if required.	Targeted messages can be delivered to select groups or target audiences.
Outbound Call Management	With Sage CRM it is possible to allocate and schedule target lists, calls and follow-up calls at times convenient for prospects and customers.	Integrates easily into any marketing campaign and shares call details for transparency and easy access across the company.
Email Management	Sage CRM Marketing provides the functionality to mass email efficiently with the ability to create email templates, send HTML and attachments as well as store communications per campaign.	Enables employees to review the exact email 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 analyse marketing campaigns per lead source with user-friendly tools and reports.
Lead Management	With Sage CRM 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, prioritised by management, have the appropriate team member assigned to them and are maximised at all times.
Computer Telephony Integration (CTI)	Sage CRM schedules calls for telemarketers and triggers follow-ups dependent on the outcome of the calls while the 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 telemarketing 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 so requested.	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	Analyse marketing campaigns by lead source or evaluate other important campaign details by using sophisticated, user-friendly tools and reports. Sage CRM 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.

With Sage CRM, every phase of every marketing campaign can be tracked to provide meaningful analysis and campaign measurement. Powerful and flexible profiling of customers and prospects based on criteria selected by the marketing team as well as direct integration to mass email and CTI functionality, makes Sage CRM for Marketing an invaluable tool for organisations and marketers.

About Sage CRM

Sage CRM is an easy-to-use, fast-to-deploy Customer Relationship Management solution comprising Sales, Marketing and Customer Service Automation. Highly flexible, Sage CRM comes with fully customisable business process automation and offers out-of-the-box integration to leading Sage ERP solutions. Sage CRM is a fully web-based application and is available on-premise or on-demand for complete freedom of choice.

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