



Your business in mind.



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

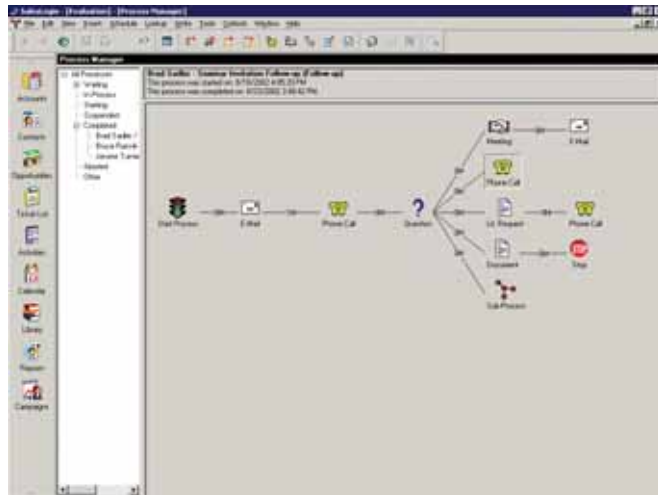
Sage CRM SalesLogix not only tracks response rates and ties sales revenue to specific campaigns, but also enables you to analyze marketing campaigns by lead source, region, media type, and products sold, using flexible built-in reports.

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.

Leadsources	Opportunity	Type	Info	Value	Status
Lead Generation	Lead Generation	Lead	\$ 20,000.00	\$ 20,000.00	Open
Phone Calls	Phone Calls	Lead	\$ 20,000.00	\$ 20,000.00	Open
Phone Calls	Phone Calls	Lead	\$ 20,000.00	\$ 20,000.00	Open
Phone Calls	Phone Calls	Lead	\$ 20,000.00	\$ 20,000.00	Open
Phone Calls	Phone Calls	Lead	\$ 20,000.00	\$ 20,000.00	Open

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 mid-sized 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](http://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 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 6000 customers worldwide, is part of the Sage Software family of integrated business management solutions.