

SALESLOGIX

- SALES
- MARKETING
- CUSTOMER SERVICE
- SUPPORT

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

FEATURES

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

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SALESLOGIX MARKETING

Edit Campaign Information	
Campaign Name: Trade Show - Chicago	Target Audience Group: Latest Contacts
Description: Annual Expo	Target Audience List: Trade Show - Chicago
Family: 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 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.

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, 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.



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 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 SalesLogix Marketing campaign dashboard. View campaign tasks, objectives, calls-to-action and budgets. You can also view response rates and forecasted vs. actual sales results in real time for each campaign from within a single view.

Measure ROI and Report Campaign Metrics

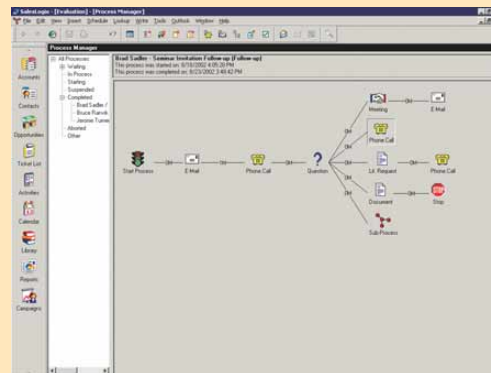
SalesLogix not only tracks response rates and ties sales revenue to specific campaigns, but also enables you to analyze marketing campaigns by lead source, region, media type and products sold, using flexible, built-in reports.

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 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. SalesLogix automatically schedules the follow-up activities and assigns them to your sales team.

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

Opportunity - By Leadsource				
Leadsource: Telemarketing, General				
Source Date	Opportunity	Sales Potential	Status	Close Date
New Leads				
10/20/2010	New Mission Phase 1	\$100,000.00	Initial	10/1/11
10/20/2010	New Mission Phase 2	\$100,000.00	Initial	10/1/11
New Missions				
10/20/2010	New Mission Phase 1	\$100,000.00	Initial	10/1/11
10/20/2010	New Mission Phase 2	\$100,000.00	Initial	10/1/11
Missed Opportunities				
10/20/2010	Missed Mission Phase 1	\$100,000.00	Initial	10/1/11

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 via 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 via a company website & import data into 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 vs. 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 vs. actual return for each lead source, region or media type
- View campaign data via 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



SalesLogix Marketing provides full-scale marketing campaign management and sophisticated analytical tools designed to identify your most profitable customers and shorten your sales cycle.



SalesLogix Marketing

For more information, go to:

www.saleslogix.com

Or contact your certified
SalesLogix Business Partner.

To find a Business Partner in
your area, call 800-643-6400.

To register for an online
demonstration to see how
SalesLogix can help your
business, go to:

www.saleslogix.com/edemo

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About SalesLogix

SalesLogix is the customer relationship management solution that enables small to medium-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 medium-sized businesses, SalesLogix delivers integrated Sales, Marketing, Customer Service and Support automation solutions that adapt to your unique customer acquisition, retention and development processes.

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, SalesLogix readily accommodates growth and changing business requirements.

SalesLogix, the SMB CRM leader with more than 6,000 customers worldwide, is part of the Best Software family of integrated business management solutions.

About Best Software

Best Software offers leading business management products and services that give more than 2.3 million small and mid-sized customers in North America the insight for success throughout the lives of their businesses. Its parent company, The Sage Group plc (London: SGE.L), supports more than 4.3 million customers worldwide. Its first half revenue run rate was the equivalent of over \$1 billion in annual revenues. For more than 25 years, Best Software has delivered easy-to-use, scalable and customizable applications through its portfolio of leading brands, including Abra, ACCPAC, ACT!, BusinessVision, CPASoftware, FAS, MAS 90, MAS 200, MIP, Peachtree, SalesLogix, Timberline, among many others. For more information, please visit the Web site at www.bestsoftware.com/moreinfo or call (866) 308-BEST.