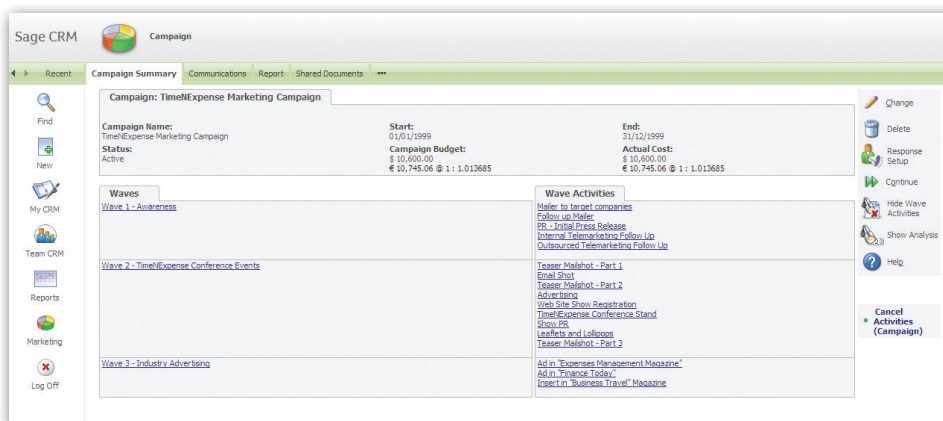# Sage CRM | Targeted Marketing Effectiveness

Gaining a deeper understanding of your customers and their buying behaviour is critical in today's competitive marketplace. 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. Tightly integrated Sage E-marketing for Sage CRM delivers all the power of e-marketing directly through Sage CRM for end-to-end marketing campaign management.

Sage CRM provides effective controls for monitoring marketing budget and can also calculate direct revenue yields. Reporting can help track source of leads and assess opportunities and help focus on prospects that are more likely to purchase, increasing RoI and maximising the marketing budget and spend. Highly graphical reports and charts can be displayed on the interactive dashboard for quick reference enabling users to analyse data in real-time.

Marketing users can incorporate social media channels such as Twitter and LinkedIn® into Sage CRM enabling them to maximise their communications and interactions with customers and prospects.

Integration with leading Sage ERP systems gives marketing staff the ability to create campaigns based on the financial profile, order information and purchase history of customers, and enables marketing managers to generate accurate RoI calculations for better marketing measurement. Sage ERP information can also be displayed on the interactive dashboard providing users with an instant 360 degree view of customers.

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

BENEFITS SNAPSHOT

Produces highly targeted customer communications

Ensures customers receive the right marketing message at the right time

Enables pinpoint budget management

Enables accurate measurement of marketing campaign RoI

Improves marketing campaign response rate

Enables fully integrated, multi-channel marketing initiatives

Provides improved intelligence to marketing on lead generation activities

Enables automated response tracking

Leads to decreased cost per lead and cost per customer acquired

Reduces marketing campaign lead time

Delivers detailed information on the lifetime value of customers and enables profitable customers to be easily identified

Enables real-time marketing performance analysis

Reduces marketing administrative overhead and enables marketing budget to be tracked and managed

Delivers a single view of relevant and comprehensive marketing information on the interactive dashboard

Provides users with fully integrated emarketing functionality which includes full response tracking

Comes with fully customisable marketing workflow out-of-the-box for rapid campaign execution

Enables users to execute e-marketing campaign using pre-designed email templates that cover all communication needs

Tracks all e-marketing email interactions including open rates, clicks and bounces automatically through Sage CRM

Supports multi-channel marketing

Maximises customer communications and interactions through integrated social media channels

Total Campaign Management

Sage CRM's total campaign management functionality comes with marketing campaign workflow out-of-the-box so organisations can easily structure campaigns for consistent execution. Marketing users can execute multi-channel marketing campaigns for maximum reach and impact. With Sage CRM, every phase of every marketing campaign can be tracked to provide meaningful analysis and campaign measurement.

Sage CRM empowers the marketing team to view activities, leads and follow-ups, and to drill down to specific activities including communications, opportunities, reponses, budget and costs, managing and tracking every element of every marketing campaign.

Sage CRM makes it easier to roll out automated marketing campaigns, putting marketing resources to their best use. The success of individual or ongoing campaigns can be tracked in real-time, at any stage from the initial lead to the close.

Users can clone campaigns easily. This drives marketing-wide collaboration by enabling marketing users to share best practice within teams and re-create campaigns quickly and easily.

With user-friendly tools and highly graphical reports, the marketing team have the ability to match sales revenues to specific campaigns and to analyse marketing campaigns per lead source. Powerful and flexible profiling of customers and prospects based on criteria selected by the marketing team as well as direct integration to mass e-mail and CTI functionality, makes Sage CRM an invaluable tool for organisations and marketers. Sage CRM not only tracks response rates, it also permits the matching of sales revenues to specific campaigns. Management can use invaluable analysis tools in Sage CRM to determine marketing RoI and cost versus sales analysis.

"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

Users can also define a marketing budget which alerts them when they are running over budget for pinpoint budget management.

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 per selected criteria for follow-up and tracked at each stage in the process.

Full workflow management ensures that leads are maximised at all times. They can be assigned to relevant team members to follow up or converted accordingly. Sage CRM provides users with a number of predefined reports to help analyse and track the source of leads. Customised reports can also be designed and displayed on the interactive dashboard for quick reference.

● Sage CRM provides powerful tools to record, track and assign leads allowing your team to accurately measure the quality of leads, the effectiveness of the marketing campaigns and the RoI achieved.

List Management and Segmentation

With Sage CRM it is possible to create targeted lists of prospects and customers that can be used for sales calls/mailings. Customer data and prospect lists can be segmented based on desired criteria such as interest or demographics via user-friendly tools. Sage CRM allows users to focus marketing efforts on prospects that are most likely to purchase, thereby increasing return on investment and maximising marketing budget and spend.

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 (or removed if required).

Marketing lists can be recorded for future reference and Sage CRM provides the option to re-use successful campaign lists or import mail house lists. Detailed profiles of customers and prospects over the course of the relationship can be created and this information can be stored, reported and segmented for future campaigns.

Sage E-marketing for Sage CRM*

Sage E-marketing for Sage CRM delivers all the power of e-marketing software directly through Sage CRM for end-to-end-marketing campaign management. With a library of over 90 highly designed templates, users can executed targeted email marketing campaigns and drip marketing campaigns to the right people at the right time for maximum impact. Open, click and bounce rates are automatically tracked enabling users to calculate accurate RoI and deliver hot leads to the sales team. Please refer to the Sage E-marketing for Sage CRM Datasheet for more information.
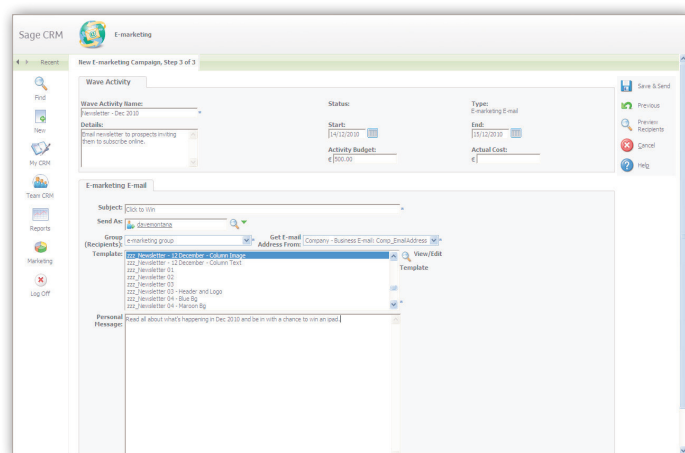

● Creating highly visual and targeted e-marketing campaigns is easy with Sage CRM.

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

Sage ERP Integration

Front-to-back-office integration between Sage CRM and Sage ERP systems allows marketing staff to leverage account information, enabling them to identify buying trends or suitable target segments. Access to financial information on customers, provides the marketing team with the ability to create marketing lists based on financial profiles and target customers with good credit ratings and purchase histories. Information from the Sage ERP system can be displayed on the interactive dashboard for quick and easy access, providing marketing teams with access to powerful customer data.

Integration between Sage CRM and ERP enables marketing staff to execute highly targeted campaigns based on customers' financial history and enables pin-point measurement of marketing RoI.
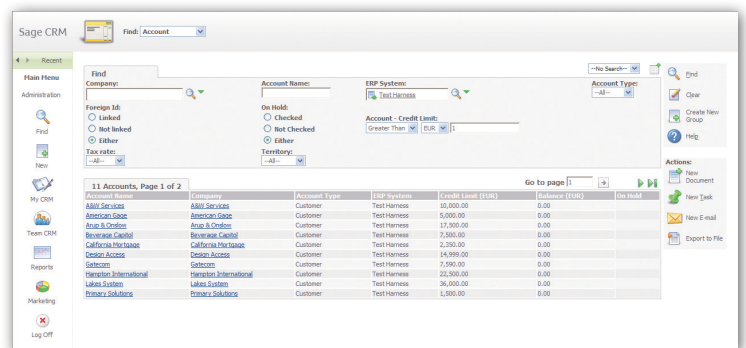
● With Sage CRM and ERP integration, marketing teams can leverage financial information to target their most profitable customer.

Reporting and Analysis

Sage CRM enables users to take control of their marketing budget by providing 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 programme can be calculated accurately. Alerts can be created to notify users when they are over budget for pinpoint and accurate budget management.

CTI Integration

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 providing telemarketers with the tools necessary for effective and efficient telemarketing campaigns.

The Interactive Dashboard

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

With the interactive dashboard, the marketing team can link to highly graphical reports and 3D charts to track the success of marketing campaigns and activities. The dashboard also display feeds from websites such as news monitoring which will keep them up-to-date with published news on their business and on their competitors. Users can also link to LinkedIn® and other social networking sites to identify networking and marketing opportunities with customers and prospects.
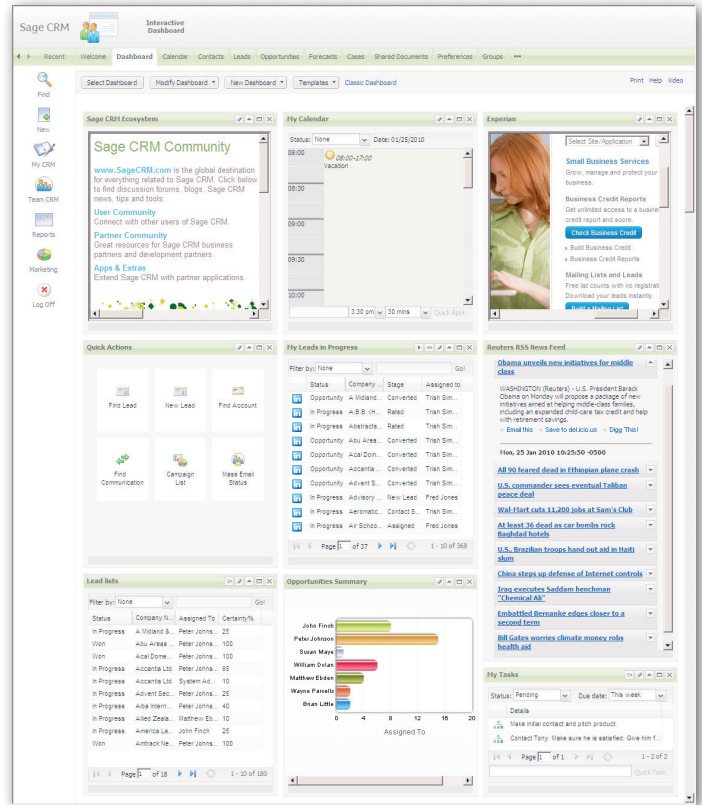
● The marketing dashboard provides users with a single view of relevant and comprehensive marketing information for quick and easy reference.

About Sage CRM

Sage CRM is used by over 10,000 organisations in 70 countries worldwide to manage their critical sales, marketing and customer service activities every day. Award-winning Sage CRM equips businesses with the tools they need to find new customers, close sales faster and build lasting, more profitable relationships across all channels. Regardless of how, when or where customers, partners and prospects choose to interact with your business, Sage CRM provides a decisive advantage by delivering a comprehensive, easy-to-use system to successfully manage these relationships. Thanks to its ERP integration capabilities, the Sage CRM front-office is powered by data from the back-office to give sales, marketing, customer service and other front-office staff a true 360 degree view of customers across front- and back-office functions, differentiating it from many other CRM solutions in the market today.

Visit the Sage CRM Ecosystem at www.sagecrm.com to join the conversation on our user and partner communities and to access the full range of Sage CRM apps and extras.

The Sage Difference

- The leading supplier of CRM solutions to SMB organisations worldwide
- Over 6.3 million customers
- Over 3.1 million Sage CRM Solutions users worldwide
- Over 13,400 employees

- Over 30,000 Sage-certified partners specialising in business applications
- Direct presence in 24 countries
- Relationships with over 40,000 accountancy practices
- 30 years experience

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