



Sage SalesLogix | Marketing Solutions

Your relationships. Your information. Your CRM.

Using your marketing budget and resources wisely means launching effective, timely marketing campaigns across all of your sales channels. Sage SalesLogix provides full-scale marketing campaign management capabilities, including powerful lead management, targeted customer segmentation, multi-channel marketing communications, budget and ROI tools, and business analytics tools. All are designed to target your most profitable prospects and customers, shorten your sales cycle, and increase marketing efficiencies.

Benefit from Lead Management That Matches Your Unique Preferences

Robust lead management capabilities help you efficiently perform the complex task of importing and processing leads—ensuring that hot leads are quickly routed to the appropriate person or team! Easily import leads from trade shows or purchased lists; perform lead de-duplication; and qualify leads so only clean, viable leads are captured within Sage SalesLogix. Leads can be automatically distributed¹ to your sales teams so they're acted on as soon as possible. You can even assign activities with leads, such as scheduling a meeting, phone call, or a to-do task; record notes; perform mass actions; and more to ensure the appropriate action is taken, driving the lead closer to an opportunity or sale.

And, whether a lead, contact, or account has responded to a campaign, clicked on your web page, requested literature, or discussed a product or service with an employee, every instance of an expressed interest can be captured in Sage SalesLogix and pursued for future campaign and sales activities.

BENEFITS SNAPSHOT

Segment customers and prospects for effective targeting

Deliver high-impact marketing communications and drip campaigns that bring in new leads and sales

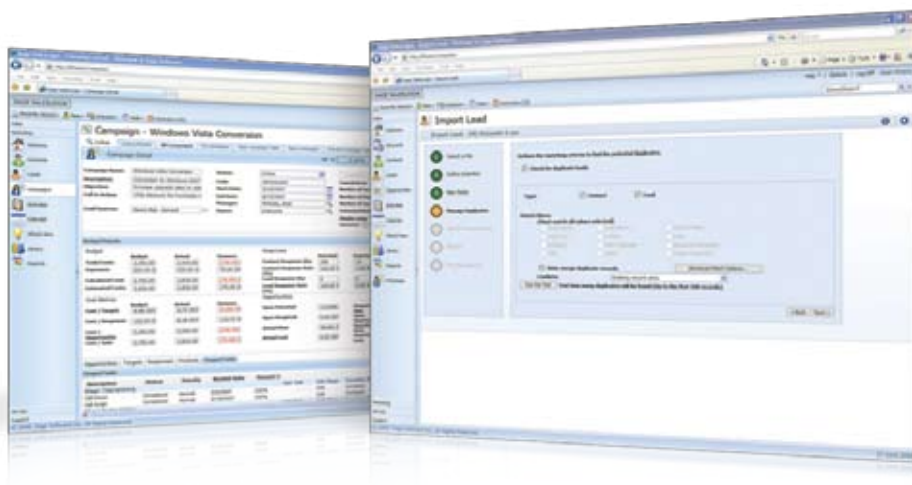
Increase lead conversion rates by qualifying based on your criteria

Automate¹ lead distribution so hot sales opportunities are not missed

Enhance marketing efficiencies using sophisticated lead management tools

Ensure your marketing effectiveness with campaign tracking and budgeting tools

Gain valuable market and product insight to make better business decisions



◆ Increase marketing effectiveness by managing every aspect of your marketing campaigns in an easy-to-use interface.

◆ The step-by-step Import Leads Wizard makes it easy to import and manage leads.



Build and Launch Targeted, Multi-Channel Campaigns

Create and manage targeted, multi-channel campaigns that bring in new leads and new sales. You can select the criteria of your ideal target prospect, then segment your customer and prospect lists into unique groups. Define campaign stages and target your prospects through multiple mediums, such as HTML emails, post cards, and telemarketing campaigns. You can even export your target list to Microsoft® Excel®, and email the list to your mail house right from Sage SalesLogix or send it to the appropriate department for a telemarketing campaign. Once a campaign is launched, you can manage stages and tasks and track responses. Response data is automatically populated in Sage SalesLogix for tracking and analysis.

With Sage SalesLogix E-marketing², and integrated, on-demand service, you can conveniently send professional marketing communications that drive sales results. Track open and click-through rates to understand campaign effectiveness; use surveys to capture leads and obtain valuable information from prospects and customers to make the right business decisions; automate drip marketing campaigns to improve marketing efficiencies; and more.

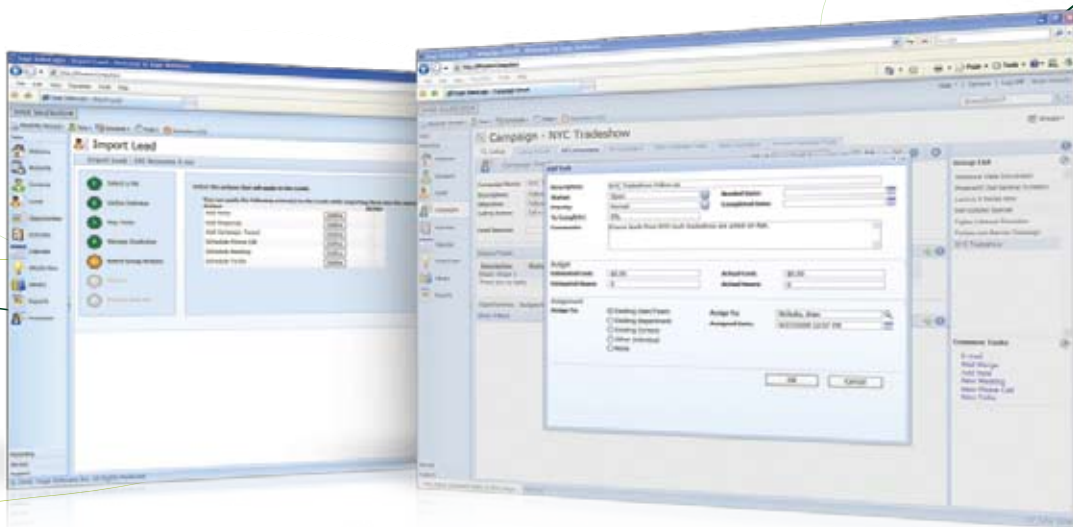
Measure ROI for Maximum Effectiveness

Once campaigns have been launched, you can easily gather the data you need to make strategic decisions. View budget information, response data, and cost metrics to help you understand the effectiveness of current plans and better plan the logistics of your next campaign. Integrated, flexible reports enable your marketing team to analyze key marketing campaign metrics such as budget variance, win rate, sales potential, and more—and filter by product, time period, or lead source.

Using Sage SalesLogix Visual Analyzer, an advanced business analytics tool, you can view a summary of all current marketing campaigns and visually understand which campaigns have the most responses, best conversion rates, and more. You can even see sales trends to understand which products and services are struggling so you can adjust upcoming campaign strategies if necessary.

“With Sage SalesLogix we are able to direct our marketing messages to specific groups of prospects and tailor our message to each group.”

— Shannan Friedman,
Marketing Manager,
Equisys, Inc.



◆ Perform group actions and assign activities to leads upon import, increasing marketing efficiencies

◆ Add stages and tasks to campaigns to ensure all steps are taken—ensuring campaign success.





FEATURES

Campaign Management

- Design, execute, and track all campaign activities in one location.
- Deliver targeted marketing messages or sales offers to select customer segments.
- Segment customer and prospect lists with user-friendly filtering tools.
- Communicate effectively with customers and prospects via multiple mediums.
- Create custom HTML email templates, then personalize and send using Mail Merge.
- Archive campaign letters, emails, or faxes within customer account records.
- Attach marketing literature, product information, and other resources from the Library.
- View response data in real-time to analyze the impact of campaigns in progress.

Lead Management

- Import leads from web forms, tradeshow, seminars, or purchased lists.
- Track leads at every stage, from prospect through closed sale.
- Perform lead de-duplication to ensure clean data so customers are not getting hit with the same campaign twice.
- Automatically¹ assign “hot” leads based on your business rules so sales teams can act on them fast.
- Perform mass actions³ upon import and assign activities for leads—increasing marketing efficiencies.

Web Lead Capture

- Capture prospect information via a company website and import lead data.
- Gather valuable demographic data for use in segmentation and offer development.

Lead Qualification

- Create unique qualification checklists for different products or services.
- Click to convert qualified leads to new sales opportunities.
- Merge duplicate leads with existing contacts and accounts.

Workflow Automation

- Streamline marketing and sales campaigns by automating standard tasks.
- Assign custom processes, such as “Trade Show Lead,” to campaign target groups.
- Automatically archive letters, emails, faxes, or proposals within customer account records.

Campaign Reporting (ROI)

- Analyze the effectiveness of marketing efforts (ROI).
- Examine campaign data responses, associated revenue, and product detail.
- Evaluate potential vs. actual returns for each lead source, region, or media type.
- Leverage advanced business analytics tools, such as Sage SalesLogix Visual Analyzer, to understand which campaigns have the most responses, best conversion rates, win/loss data, and more.

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 campaigns are updated.
- Track forecasted versus actual budgets, including cost metrics such as cost per lead.

Robust Email Marketing

- Integrate with Sage SalesLogix E-marketing, an on-demand e-marketing service.²
- Create professional marketing communications that you can send directly from your database to your accounts, leads, contacts, and campaigns.
- Select from over 130 templates that cover all of your needs from newsletter, promotions, and product announcements to occasion cards and press releases.
- Schedule to send or choose to send on behalf of a different user.
- View campaign details within Sage SalesLogix, such as which campaigns were sent, open and click rates, and status (opened or unopened) to facilitate more thoughtful conversations.
- Automate intelligent drip marketing campaigns to free up your time.
- Send surveys to prospects and customers to mine valuable data for marketing and product development teams like customer satisfaction, feature requests, and more.

Marketing Resource Library

- Maintain a central repository for marketing information, materials, and tools.
- Store product information, sales collateral, manuals, pricing, and presentations.

Application Integration

- Integrate with business and productivity applications like Microsoft Office and Outlook, back-office accounting solutions, and Web Services.

Flexible Deployment Options

- On-premise or in the Cloud.
- Windows, web, or mobile access.
- Synchronize rapidly and work while disconnected (using Windows®, web, or mobile clients), or work while connected over a network or the web.
- Utilize BlackBerry® or Windows Mobile® (Pocket PC and Smartphone) for quick access to customer data in the field.

“We’ve built AIS into a \$50+ million company and are aggressively expanding our distribution network. With such rapid growth, the ability to manage our sales, marketing, and distribution partners is almost solely thanks to Sage SalesLogix.”

— Mike DuGally Vice President of Sales and Marketing, AIS (Affordable Interior Systems)

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¹ Requires additional customization.

² Requires additional subscription. Visit www.sagesaleslogix.com/emarketing to learn more or to try it for free.

³ This feature is available in the Sage SalesLogix Web Client.

About Sage SalesLogix

Sage SalesLogix provides a complete view of customer interactions across departments—providing information and insights for better planning, managing, and forecasting. Your teams will have the tools to increase sales, reach more profitable customers, enhance the customer experience, and anticipate customer needs. Sage SalesLogix offers flexible access, deployment, and payment options to address business requirements.

About Sage Group, plc

Sage is a leading supplier of business management software and services to 5.8 million customers worldwide. From small start-ups to larger organizations, we make it easier for companies to manage their business processes.