

Saleslogix emarketing

Easy to Use.
Cost Effective.
Proven to Drive Sales.

Saleslogix emarketing* is an integrated, on-demand service that extends the campaign management and email marketing capabilities of Saleslogix. Quickly and efficiently engage with your contacts, qualify and nurture leads, and grow your customer base using Saleslogix emarketing.

Saleslogix emarketing is a fully integrated email marketing solution that lets you create campaigns, view history, interactions and results. Reports show you metrics such as open and click rates so you can optimize your campaigns to deliver the best results.

Email marketing is easy-to-do, cost-effective, and proven to drive sales. Give your business a competitive edge with Saleslogix emarketing!

Marketing Campaigns That Drive Results

With Saleslogix emarketing you can create and send professional email campaigns, keep your prospects and customers informed and promote your products, services, and events.

Target and Segment Profitable Prospects & Customers

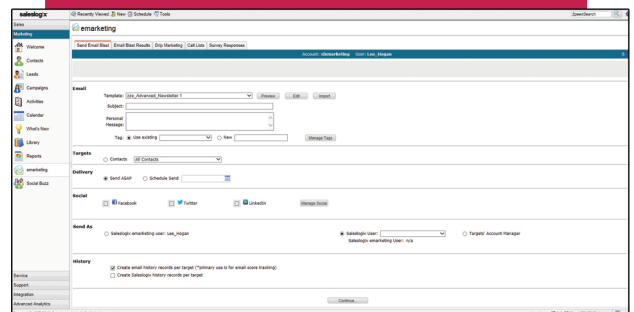
- Use Saleslogix emarketing filters and groups to organize campaign targets, such as prospects who responded to a recent survey, customers in a certain region, etc.

Sophisticated, High-impact Designs

- Select from over 130 templates that cover all of your communication needs from newsletters, emails, product announcements, to press releases.
- Customize the pre-built templates provided with your logo, images, and copy - creating professional, dynamic emails that engage your customers and prospects.
- Design and upload your own templates if you prefer, using your favorite design software.

Benefits Snapshot

- Implement low-cost, effective email campaigns that bring in more leads and revenue
- Automatically push hot leads to sales fast
- Gain valuable market and product insight to make better business decisions
- Understand which campaigns are bringing in the most revenue and leads
- Streamline sales and marketing activities



Flexible & Fast Send Options

- Preview communications before you send them out.
- Schedule emails to send at defined times including future dates and times.
- Send emails on behalf of others, such as account managers - so they have more time to sell and you ensure the correct branding and messaging are communicated.

Not Just email, Share Your Content Socially and Get Shared

- Expand your audience by automatically posting your emails to your Facebook, Twitter and LinkedIn pages, communicating your message across all of your networks quickly and effectively.
- Spread your message further by adding social media sharing to your email footer - encouraging your recipients to share your emails with their social networks.

Put Your Multi-touch Campaigns on Autopilot

Create intelligent drip marketing campaigns that send a series of marketing messages to your contacts, campaigns, and leads.

- Stages can be triggered by actions from previous stages (e.g. send a postcard when a recipient opens an email) or a database field criteria (e.g. send a follow-up email for customers who have not yet registered for an event).
- Automatically send emails, postcards, letters, faxes, telemarketing lists, and more based on criteria you define.

Valuable Intelligence to Drive Better Business Decisions

Understand which campaigns are bringing in the most leads and revenue, and get these leads to your sales reps fast!

Easily Understand Which Campaigns Are Most Successful

- View reports that graphically show you open and click rates, trends over time, forwarded campaigns, etc.
- Understand which links in your emails are most effective.

Empower Sales with Actionable Leads

- Generate call lists that rank your hottest prospects and customers based on how they've interacted with your campaigns.
- Export to Microsoft® Excel® and send to your sales team or call center straight away.
- Create a group in Saleslogix so everyone can interact.
- Select the hottest leads in the list and assign to account managers, schedule phone calls or to-do items that show up in the activity area - ensuring leads are contacted right away.

Prepare to Be Enlightened with Survey Capabilities

- Send surveys to prospects and customers to capture valuable data for marketing and product development teams (e.g. customer satisfaction surveys, customer wish lists, and more).
- Build better relationships with customers - understand if they're satisfied with your products and services, track their ratings, and have a customer service or sales rep follow-up with them.
- Find out who can attend your events and easily follow-up differently based on responses (e.g., those who have replied).
- Attach forms to white papers to capture contact information and watch your database grow - plus understand which collateral is bringing in the best leads.

* Saleslogix emarketing requires an additional subscription.



www.blytheco.com
solutions@blytheco.com
1.800.425.9843 x2500



- Send professional emails to promote your products and events
- Make intelligent, informed decisions based on campaign and survey results
- Setup multi-touch campaigns, stages, triggers, and automated actions
- Make your entire team more efficient with call lists that rank the hottest prospects

About Saleslogix

Saleslogix is the CRM platform of choice for companies strategically focused on customer engagements seeking to build cost-effective, purpose-built solutions for the mobile world.

Award-winning Saleslogix enables intelligent collaboration and best practice automation across sales, marketing, and service – recommending and performing winning actions to help drive revenue and an exceptional customer experience.

Experience unparalleled flexibility and control with Saleslogix – with Cloud, on-premises, hybrid, and mobile options to accommodate diverse IT and business objectives.