



## Sage SalesLogix E-marketing

### Easy to Do. Cost Effective. Proven to Drive Sales.

Sage SalesLogix E-marketing is an integrated, on-demand service that extends the marketing automation capabilities of Sage SalesLogix, enabling you to quickly and effectively reach out to your contacts, qualify and nurture leads, and grow your customer base.

With Sage SalesLogix E-marketing, you can create and execute impactful e-mail campaigns and view history, interactions, and results—all within Sage SalesLogix. Reports show you metrics such as open and click rates as well as trends over time so you can understand which campaigns deliver the best results. And, Sage SalesLogix E-marketing is powered by Swiftpage so your e-mails are sent out through their powerful servers and are governed by their reputable compliance guidelines, increasing the likelihood your communications will reach their destination.

E-mail marketing is easy-to-do, cost-effective, and proven to drive sales. Give your business a competitive edge by getting more out of every e-mail campaign with Sage SalesLogix E-marketing.

### Marketing Campaigns That Drive Results

With Sage SalesLogix E-marketing, you can create and send professional e-mail campaigns to your prospects and customers to promote products and services, communicate announcements and events, and more!

#### Target and Segment Profitable Prospects & Customers

- Use Sage SalesLogix filters and groups capabilities to organize campaign targets, e.g., prospects who responded to a recent survey, customers that purchased products in the last six months, etc.

#### Sophisticated, High-impact Designs

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

#### Flexible & Fast Send Options

- Preview communications before you send them out
- Send e-mails in an instant or schedule them to send at a later date
- Send e-mails on behalf of other employees, such as account managers—so they have more time to sell and you can ensure the correct branding, pricing, and messaging are communicated

#### Everybody's in the Know

- View campaign details within Sage SalesLogix, like which campaigns were sent, open and click rates, and status (opened or unopened) to facilitate more thoughtful conversations

#### BENEFITS SNAPSHOT

Implement low-cost, impactful e-mail 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 through automation

#### Try It Today!

[www.sagesaleslogix.com/emarketing](http://www.sagesaleslogix.com/emarketing)

For More Information  
Call 651-688-2473

## 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 post card when a recipient opens an e-mail) or a database field criteria (e.g. send a follow-up e-mail for customers who have not registered for an event yet)
- Automatically send e-mails, post cards, 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 hot 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 e-mails are most effective

### Empower Sales with Hot, 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 right away
- Create a group in Sage SalesLogix that everyone can interact with
- Select the hottest leads in the list and assign to account managers, schedule phone calls or to-do items that show up in account managers' activity area—ensuring hot leads are contacted right away

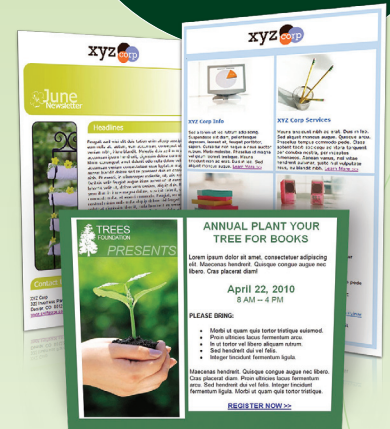
### Prepare to Be Enlightened with Survey Capabilities

- Send surveys to prospects and customers to mine valuable data for marketing and product development teams e.g., customer satisfaction surveys; test messaging and designs; capture feature requests; 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; easily create groups based on responses to organize future communications, e.g., create a group of customers who haven't RSVP'd to your event
- Attach forms to brochures or white papers to capture contact information and watch your database grow—plus understand which marketing collateral is bringing in the best leads

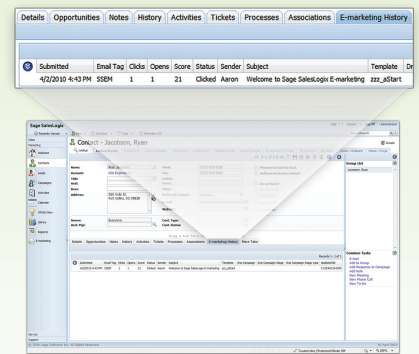
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Send professional e-mails to promote your products and events.



Make intelligent, informed decisions based on campaign results.

\*Sage SalesLogix E-marketing requires an additional subscription.

### 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.