

Targeted Marketing Effectiveness with the Sage 200 Suite

Gaining a deeper understanding of your customers and their buying behaviour is critical in today's competitive marketplace. The Sage 200 Suite provides powerful tools for marketing teams to plan, execute and audit highly targeted marketing campaigns.

Easy-to-use, Sage 200 provides marketing staff with the tools to target the right customer at the right time, eliminating guesswork and optimising marketing resources. With Sage 200 you have the ability to assign and analyse marketing activities efficiently and easily.

Sage 200 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. Graphs and reports can be displayed on the interactive dashboard for quick reference and enable you to analyse data in real-time.

As a result of tight integration with financial and commercial data, marketing staff have the ability to create campaigns based on the financial profile, order information and purchase history of customers enabling marketing managers to generate accurate ROI calculations for better marketing measurement.

Campaign Management

With Sage 200, every phase of every marketing campaign can be tracked to provide meaningful analysis and campaign measurement.

Sage 200 empowers your marketing team to view activities, objectives, leads and follow-ups, and to drill down to specific activities including communications, opportunities, responses, budget, costs and prospects, managing and tracking every element of every marketing campaign.

Sage 200 makes it easier to roll out marketing campaigns by putting marketing resources to their best use and ensuring the availability of detailed information. The success of individual or ongoing campaigns can be tracked in real-time, at any stage from the initial lead to the close.

With user-friendly tools and reports, your 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 marketing, makes Sage 200 an invaluable tool for organisations and marketers. Sage 200 can be used to analyse marketing campaigns by lead source or evaluate other important campaign details by using powerful yet user-friendly tools and reports.

Benefits Snapshot
Produces highly targeted customer communications
Ensures customers receive the right marketing message at the right time
Ability to identify and provide customised products/services to different customer segments
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
Leads to decreased 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
Optimises marketing spend
Enables tracking of variance against targets
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

Sage 200 not only tracks response rates, it also permits the matching of sales revenues to specific campaigns. Management can use invaluable analysis tools to determine marketing RoI and cost versus sales analysis.

Lead Management

Managing and tracking leads is vital to ensure that sales opportunities are not missed and are actioned accordingly. With Sage 200, 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 200 provides you 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.

List Management and Segmentation

With Sage 200 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 200 allows you to focus marketing efforts on prospects that are most likely to purchase, thereby increasing return on investment and maximising marketing budget and spend.

Sage 200 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 200 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.

E-mail marketing

Sage 200 provides the functionality to mass e-mail efficiently. You can create e-mail templates, send HTML and attachments as well as store communications per campaign.

All communications are recorded to enable staff to review the exact e-mail message received by a specific customer or prospect. Sage 200 provides enhanced formatting options for e-mails including a spell checker.

Sage 200 Suite Integration

The Sage 200 Suite provides tightly integrated front and back office data, and this sharing of vital financial and commercial information allows marketing staff to leverage account information, enabling them to identify buying trends or suitable target segments. Access to financial information on customers, provides your marketing team with the ability to create marketing lists based on financial profiles and target customers with good credit ratings and purchase histories.

Not only can you execute highly targeted campaigns but Sage 200 also enables you to pin-point measurement of marketing RoI.

“In the next 3-5 years we hope to add 50-60% to our turnover by fully utilising the Sage 200 CRM software to aid the marketing of our business”

Peter Wright, Accountant, A. Perry & Co (Hinges) Ltd

Reporting and Analysis

Sage 200 enables you to take control of your 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. Graphs, charts and reports can be generated and displayed on the interactive dashboard for quick and easy analysis.

The Interactive Dashboard

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

With the interactive dashboard, your marketing team can link to reports to track the success of marketing campaigns and activities. The dashboard also displays feeds from websites such as news monitoring which will keep them up-to-date with published news on your business and on your competitors. You can also link to LinkedIn® and other social networking sites to identify networking and marketing opportunities with customers and prospects.

Connect with Sage

- Over 25 years' experience.
- Over 5.8 million customers.
- 1/3 of the FTSE 100 use our software.
- A network of over 160 Sage 200 -certified partners specialising in business applications.
- Total cost of implementation and ownership is half that of its closest competitors.
- Sage is the 3rd largest ERP solution provider to businesses worldwide.
- Every postcode area has a business using Sage's mid market solution.
- 1000 independent and dedicated Developers who have already built thousands of applications for the Sage 200 Suite

For more information call **0845 111 99 88**
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