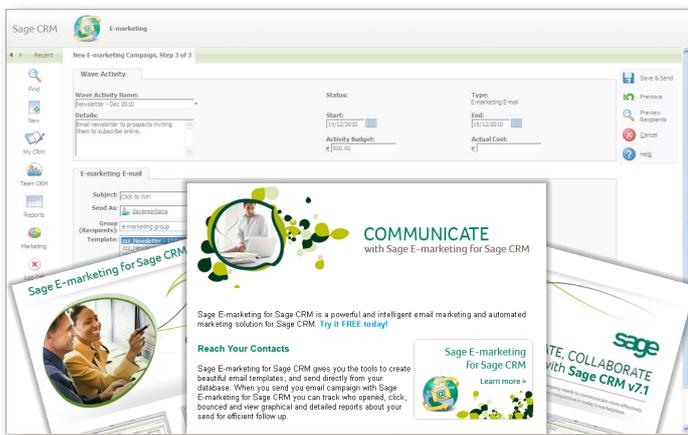# Sage CRM | for E-marketing

What is Sage E-marketing for Sage CRM?

In recent times, businesses have had to become smarter in their marketing activities to ensure they stay competitive. They face the dual challenge of ensuring that they are effectively communicating with existing customers and prospects while keeping costs to a minimum.

E-marketing (or email marketing) is one of the most popular marketing communication methods favoured by companies today. However, the load and blast approach to e-marketing does not achieve the best results.

Sage E-marketing for Sage CRM gives users the opportunity to gain new customers and get closer to existing customers without ever having to leave Sage CRM. It provides easy to use functionality to enable users to execute high-quality, targeted e-marketing campaigns to generate leads. Users can benefit from a simple 3-step wizard to easily create new e-marketing campaigns and a choice of over 90 templates to get started immediately.

With Sage E-marketing for Sage CRM, users can create drip marketing campaigns quickly and easily, automatically delivering email communications to the right people at the right time for maximum impact. Open, click and bounce rates are automatically tracked, enabling marketers to calculate accurate ROI and deliver hot leads to the sales team. Campaigns can be cloned easily to allow users to share best practice with colleagues and for consistent execution of future campaigns.


- Users can benefit from a simple 3-step wizard to easily create new e-marketing campaigns with a choice of over 90 templates to get started immediately

Do you want to execute highly targeted campaigns?

With Sage E-marketing for Sage CRM, users can quickly create personalised and targeted emails using over 90 highly professional email templates that cover all communication needs. Templates can be edited quickly and easily directly from within Sage CRM allowing you to personalise them with your logo, contact details, hyperlinks and call to action.

Users can also use mail merge fields to build email templates that auto-fill the recipient's and sender's information so templates are
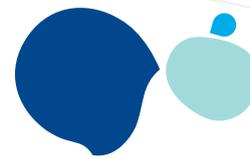
ready to send right away. Emails can be sent on behalf of another user to help centralise campaign creation while ensuring recipients recognise the email address in the 'from' field.

- Open, click and bounce rates are automatically tracked and calculated

*Sage E-marketing for Sage CRM requires an additional subscription. System administrators can set up a free trial for users. Contact us at Sage for more information.

TOP 10 BENEFITS SNAPSHOT

1. Simple 3-step wizard for rapid campaign execution
2. Over 90 attention-grabbing templates available out-of-the-box
3. Editable templates that can be personalised quickly and easily
4. Rapid creation of groups from segmented prospects and customer lists
5. Automated drip marketing campaigns
6. Campaign filtering at each drip stage
7. Open, click and bounce rate tracking
8. Auto-feed of metrics into Sage CRM for rapid ROI calculation
9. Integrated telesales follow-up
10. Simple campaign cloning for consistent execution and departmental collaboration

Do you want to automate your drip marketing campaigns?

Drip marketing campaigns can be quickly and easily created thanks to Sage E-marketing for Sage CRM. Drip marketing campaigns enable companies to build brand awareness quickly and cost effectively by sending a series of marketing messages to contacts automatically reaching the right people at the right time.

Using the smart-sending features, users can run e-marketing campaigns based on a specific date, leave it to run perpetually or provide specific dates when it should be sent. Users can also preview e-marketing campaigns to ensure that all elements are in order before the email is ready to be sent.

● Drip campaigns enable users to send a series of marketing messages to contacts automatically

> "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 per cent more successful due to Sage CRM."
>
> Tom Matheny,
> Database Marketing Manager,
> Buffalo Sabres

Do you want to close the loop with Telesales?

Targeted groups can be quickly and easily created within Sage CRM using filtering features enabling users to segment campaigns to specific groups of prospects or existing customers. This ensures that all communications are focused on the groups that will provide the highest return and generate the most leads for the sales team.

Once the e-marketing campaign has been executed, a telesales call list can be created based on e-marketing responses, closing the loop between email and telesales.

Sage CRM web self-service can be linked to e-marketing campaign landing pages. This will not only help drive prospect and lead generation but will also assist with customer retention campaigns for existing customers.

Do you want to measure campaign results?

With Sage E-Marketing for Sage CRM, responses can be analysed in real-time and campaigns can be tweaked continuously to ensure that companies get the maximum ROI from each and every campaign. From open rates to click and bounce tracking rates, this easy-to-use feature will not only help quantify the success of an e-marketing campaign but will allow users to pinpoint exactly how they can improve their communications and keep customers and prospects engaged.

With Sage E-marketing for Sage CRM, you can edit your templates, manage and track your campaigns, and share best practice with colleagues, all from within Sage CRM.

How many emails can I send per day?

Sage E-marketing for Sage CRM comes with a 2 user licence and a send limit of 2,000 emails per day. Should customers need to purchase additional emails they can purchase an additional 1,000 email bundle. In a similar way, new users can be added to the account at a low monthly cost.

About Sage CRM

Sage CRM is used by over 12,000 organisations in 70 countries worldwide to manage their critical sales, marketing and customer service activities every day.

Sage CRM is optimised specifically for small and medium businesses. Easy to use and quick to deploy in the cloud or on-premise, it delivers a rapid return on investment so you see a positive impact on your business straight away. Plus, it can be easily adapted by you to make it fit how you work, saving you time and money, both now and in the future. In this way, we help you get the most from your CRM investment and accelerate your business growth.

Visit the Sage CRM Ecosystem at www.sagecrm.com to join the conversation on our user and partner communities and to access the Sage CRM Marketplace.

The Sage Difference
- The leading supplier of CRM solutions to SMB organisations worldwide
- Over 6.3 million customers
- Over 3.1 million Sage CRM Solution 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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