



# For Marketing

Maximizer CRM empowers managers, teams and individual contributors to execute campaigns through integrated marketing tools that generate high-value leads and maximize your ROI.

- Email Marketing
- List Management
- Marketing with Workflow Automation
- Business Intelligence in Marketing
- Account Management & Company Library

## *Drive business and optimize ROI with targeted communications.*

Successful marketing in today's customer-driven market focuses on reaching your audience with targeted messages, creating value and identifying tactics that work. Decrease marketing costs while increasing response rates with Maximizer CRM 10.5 — a simple CRM solution featuring email marketing campaign management integrated with sales and service.

### Execute marketing campaigns that drive response

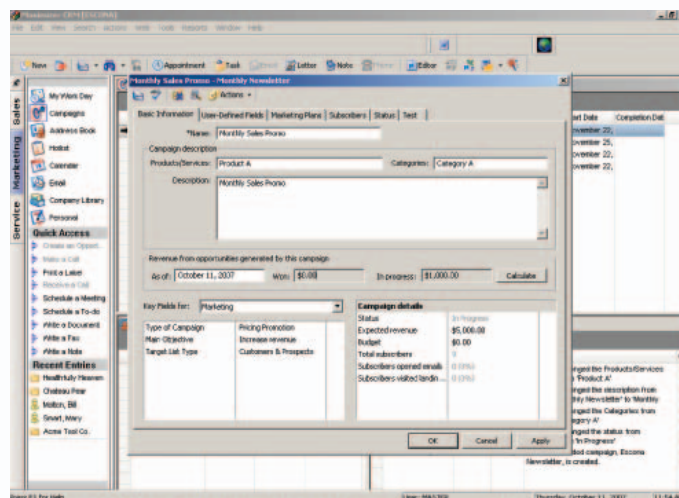
#### *Email Marketing*

Leverage the power of the built-in email marketing engine within Maximizer CRM to generate high-quality leads.

- Reduce costs associated with third-party email service providers by taking control of your own email marketing campaigns — no extra per contact or per email fees
- Send targeted, relevant and personalized information to contacts using newsletters, product announcements, seasonal promotions and event invitations — all executed through automated email, fax or print campaigns
- Tailor your messages with easily segmented lists and scheduled multi-phase campaigns
- Personalize subject lines and content inside the body by merging any field from each contact record
- Create simple text or sophisticated HTML campaigns using Microsoft FrontPage® or other web software
- Gain insight into campaign response and ROI to refine your next campaign

*“Maximizer CRM enables us to cost-effectively build, execute and track targeted direct mail and email marketing campaigns with different messages for different groups. As a B2B company, we rely on this tool to help us reach audiences quickly —ultimately cultivating strong relationships to grow our business.”*

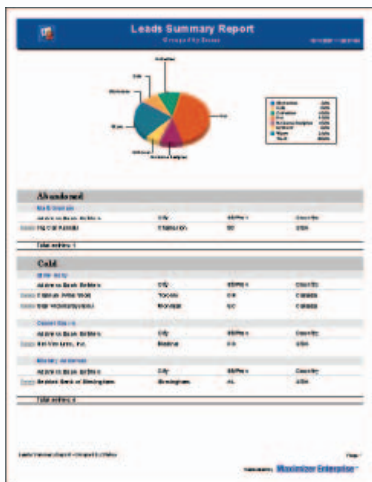
Elen Alexov, Direct Marketing Manager  
Ipsos-Reid North America



**Execute effective email marketing:** Run professional email campaigns targeted at customers and prospects.

*“Our well-run marketing campaigns are thorough, cost-effective, and allow us to show the widest group of prospects and referral sources that we’re serious about them and their deliveries.”*

Larry Zogby, President  
RDS Delivery Service



**Generate qualified leads:** Help fill the sales pipeline with leads and monitor campaign ROI to know which campaigns are working.

## Deliver targeted messages that matter

### List Management

Sending messages that are anticipated, personalized and relevant ensures that customers and prospects not only respond positively, but also perceive value in your organization and continue to want to do business with you.

- Segment your contacts to execute targeted email, print, or fax direct marketing campaigns
- Reach the most appropriate contact within a company by leveraging Jigsaw’s community-built contact lists and importing contact information directly into Maximizer CRM
- Avoid the risks and costs associated with third-party email service providers and tightly manage your own lists, including opt-in and opt-out requests
- Comply with privacy, do-not-call and anti-spam legislation and avoid costly non-compliance penalties with staff alerts on records, and system enforcement in email marketing
- Provide customers with immediate opt-out links in email campaigns or directly update the account records directly
- Easily employ list rentals, event lists and mailing houses by importing and exporting lists in Excel®, CSV, ASCII or XML format
- Maximize incoming channels, such as your website, to capture information directly into Maximizer CRM
- Quickly respond to leads from information requests, online surveys and event registration with automatically created follow-up tasks or scheduled series of response emails

## Capitalize on opportunities with timely automated messages and activities

### Marketing with Workflow Automation<sup>i</sup>

Ensure that every lead is followed up on by scheduling automated ongoing communications, flagging critical milestones and monitoring team performance.

- Nurture relationships with series of time-based, relevant messages<sup>ii</sup> triggered by certain actions such as a purchase, service incident or inquiry — for example, personalized thank you message and product training offer after purchase
- Schedule a series of personalized, dynamic email messages based on prospect or customer profiles
- Save time handling inbound email inquiries by scanning messages for keywords and routing<sup>ii</sup> accordingly for rapid response
- Keep managers informed of progress or alerted to exceptions<sup>ii</sup> such as deals closed resulting from a specific lead source, or delays in lead follow-up
- Plan and direct multiple projects and teams by using Action Plans to assign tasks, stay on schedule and track resources to specific projects

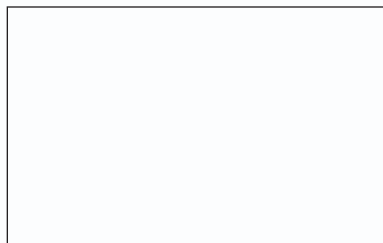
# Maximizer CRM 10.5 Features

- Account and contact management
- Time management
- Task management and automation
- Sales force automation
- Sales forecasting
- Marketing automation
- Email marketing
- Customer service management
- Microsoft Office integration
- Outlook & Exchange synchronization
- Accounting integration
- Business Intelligence
- Workflow automation
- Partner relationship management
- eBusiness
- Access options: mobile devices, web, Windows desktop, remote synchronization

## Technology Partners



## Certified Solution Provider



## Keep campaigns on budget and on target with reliable tracking

### Business Intelligence in Marketing

Easily determine your ROI on each marketing campaign by calculating lead conversion rates and measuring sales results. Quickly identify successful tactics by recognizing patterns in response rates and viewing the status of opportunities.

- Fine-tune your campaigns with insight gained from snapshot or detailed view of campaign performance — including email open and click-through rates, plus status of leads and sales opportunities
- Track up to five separate landing page URLs in your email marketing campaigns to provide insight into which links are getting the best responses, for campaign refinement going forward
- Conduct on-the-fly trend analysis with 175 standard reports, including lead status summaries and sales revenues, customized column views and one-click export to Excel
- Stay on top of the leads in the sales pipeline with automated reports sent to managers or alerts<sup>ii</sup> triggered by critical performance indicators (such as leads with overdue follow-up)

## Collaborate with sales and service to provide consistent interactions

### Account Management and Company Library

Lower your marketing and sales support costs by electronically distributing information and resources your sales and service staff need to maximize sales.

- Keep sales and service staff informed of campaign activities related to each account for more effective selling and servicing
- Flag or remove accounts with outstanding service issues or deals before proceeding with a promotion
- Share the latest marketing collateral and documents in any file format (including Microsoft® Word, Excel, PowerPoint and PDF) with sales and service staff through a searchable electronic document repository
- Create and apply email templates for standardized, professional communications to multiple prospects or contacts through Web Access
- Schedule a series of follow-up activities for leads or prospecting with Action Plans

i. Workflow Automation powered by KnowledgeSync is an add-on product with additional license fees.

ii. Trigger alerts and reports require Crystal Reports Server or Workflow Automation — both add-on products with additional license fees.

### Why Maximizer CRM 10.5

1. **Simple** and quick to deploy, learn, use and maintain.
2. **Access** to critical information through mobile devices, the web and Windows desktop options.
3. **Best value** in its class for full-featured CRM.

Maximizer CRM helps small and medium-sized businesses maximize sales, customer satisfaction and profitability through increased business productivity and optimization of limited resources.

### Visit [www.maximizer.com](http://www.maximizer.com) for:

- Information based on your role: sales, marketing, service, executive, IT
- Information on CRM and Contact Management
- An overview of features and technology
- Online demos and free trial software
- White papers and webinars on CRM best practices

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