



## For Marketing

Attract More. Spend Less.

### Key Benefits

- Generate qualified leads and maintains full pipeline to fuel sales
- Use real ROI information to make effective tactical and strategic decisions
- Take advantage of built-in list and email campaign management
- Involve sales, and service information in comprehensive campaigns

*“Maximizer Enterprise 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*

As a marketing professional, you need to keep costs down, efficiently manage your team and focus resources on successful tactics that generate real returns. Since you’re under pressure to deliver better campaign and lead generation results than ever before, maximise your time and resources with Maximizer Enterprise™ 9.5.

Optimise your marketing budget to generate targeted leads that drive profitable long-term customer relationships. A proven, adaptable CRM solution, Maximizer Enterprise helps you generate more targeted leads, understand prospects and customers better, and increase repeat business.

### Effectively Manage Teams and Complex Marketing Projects

- Plan and direct multiple projects and teams by assigning tasks, and linking resources to specific projects or activities with Action Plans. Keep everyone and everything on track.
- Use workflow templates to get up and running quickly with standard projects and processes.
- Take advantage of pre-configured template letters, sales opportunity processes and Action Plans relevant to your industry.

### Reach Targets Cost-Effectively

- Quickly and easily create target lists and manage multi-phase campaigns that deliver results.
- Build profitable one-to-one relationships with customers and keep your company and products top of mind with prospects by using automated email, fax and print campaigns to send newsletters, product announcements, seasonal promotions and event invitations.
- Generate qualified leads for your sales team while saving time and money with internally managed email campaigns that drive repeat business.
- Use Microsoft® Word for formatting, font and colour capabilities for greater flexibility with your rich text email, fax and print campaigns. Use Microsoft FrontPage® or any other web page design software to create your HTML email campaigns.
- Improve response rates with data-driven, customer-centric marketing: personalise your email content and subject with the recipient’s name, account status or any other information stored in a field in your database.

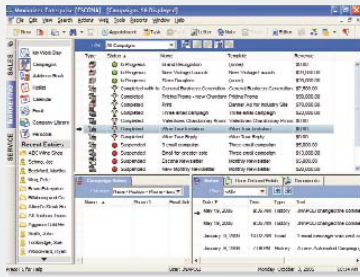


## Automate Processes and Prospect Communications

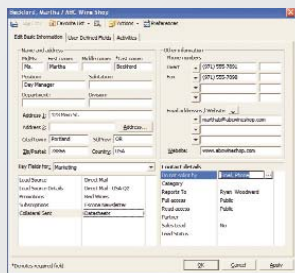
- Automatically respond to critical business activities and monitor staff performance with Maximizer Enterprise Workflow Automation, powered by KnowledgeSync, to ensure every lead and opportunity gets the attention it deserves<sup>1</sup>.

Examples:

- ✓ Save time and answer queries promptly by automatically monitoring and responding to your incoming email. Use it on your sales@ or info@ email address: set rules to scan the subject or body of incoming messages for keywords, then have messages routed to the appropriate person.
- ✓ Send prospects a series of time-based, relevant messages when an action is taken in their record (such as a purchase of a specific product or expressed interest in a specific product).
- ✓ Send a "thank you" letter and product training offer five days after the customer has purchased a product.
- ✓ Set up alerts so you automatically receive Crystal Reports<sup>®</sup> with summaries of critical incidents in Maximizer Enterprise. For example, be notified of large deals resulting from a specific marketing campaign or lead source, or be informed when leads aren't being followed up on in a timely manner.



**Campaign Management: Manage campaigns internally to drive more leads to the sales team.**



**Do Not Solicit: Ensure compliance with anti-spam and do-not-call legislation with system-enforced functionality.**

## Create and Execute Powerhouse Marketing Campaigns

- Send HTML email campaigns to your targets directly from Maximizer Enterprise. Keep your list management and email distribution in-house, including opt-in and opt-out requests and avoid third-party services and associated risks and costs.
- Comply with privacy, do-not-call and anti-spam legislation with your customer and prospect lists. Avoid costly non-compliance penalties: the system-enforced do-not-solicit function ensures that people who have opted out will never accidentally receive an email or fax campaign again. Allow customers to opt-out with links in email campaigns or directly from the account record.
- Map the do-not-call registry with your database so your sales and call centre staff will be warned each time they open up the customer's record.
- Import and export lists in Excel<sup>®</sup>, CSV, ASCII or XML format for list rentals and mailing houses.
- Set up security groups and export rights to protect your organisation's sensitive information.

## Calculate Return on Investment for More Effective Budgeting

- Automatically calculate the ROI for each marketing campaign. Even view details of Opportunities won, lost and still in progress by campaign or lead source.
- Pinpoint successful tactics by calculating lead conversion rates and measuring sales results.
- Instantly view the response to each campaign, including email open and click-through rates, to make informed improvements on an ongoing basis.
- See a high-level, real-time visual snapshot of your department and the company's performance, including campaigns in progress and lead summary, through key indicators in the Dashboard to see which areas are doing well and which areas need attention. Then drill-down to the Crystal Reports<sup>®</sup> to identify the details<sup>2</sup>.
- Get real-time updates with over 175 standard reports, including Lead Status Summary and Sales Pipeline Funnel. Set-up reports by choosing from different views to present customer lead and opportunity information in the best way - then export reports to Excel for deeper analysis.
- Create your own reports with Crystal Reports XI Professional by Business Objects<sup>®</sup>, the best-of-breed business intelligence reporting tool bundled with Maximizer Enterprise 9.5, to gain further visibility into trends.
- Automatically email weekly reports to managers<sup>3</sup>, or trigger reports and alerts based on critical performance indicators<sup>4</sup>, such as when leads reach a certain level for the month, or when leads are more than 7 days overdue for follow-up.

## Trade and Manage Leads

- Link your web forms directly to Maximizer Enterprise and alert sales representatives for immediate follow-up.
- Ensure no lead slips through the net. Quickly assign leads to the appropriate sales person through follow-up tasks. Then be alerted if a lead hasn't been followed up in a timely manner.
- Gain visibility into the quality and quantity of leads you're driving to the sales team and know which programs are producing hot leads by tracking lead status for each source and account manager.

## Coordinate with Sales & Customer Service Departments

- Allow sales and customer service staff to see campaign activities related to each account record so they can better up-sell and cross-sell to the customer.
- Close the loop with sales by giving staff a list of their prospects who've opened or clicked through on an email campaign.
- Collaborate seamlessly with other departments and non-Maximizer Enterprise users with two-way synchronisation of each other's Microsoft® Outlook® and Maximizer Enterprise calendars using Microsoft Exchange Server. Then synchronise with your handheld device<sup>5</sup>.
- Start producing results in weeks with a solution recognised for achieving fastest deployment in its class.

## Ensure Communications Consistency

- Share marketing collateral and documents (including Excel® price lists, PowerPoint® presentations and PDF brochures) with sales and customer service staff through the searchable Company Library to ensure they're referencing and emailing the latest materials. Then share with partners through the web-based Partner Portal to ensure brand consistency.
- Use one-button synchronisation with remote users, PDA synchronisation or wireless web access (Windows Mobile®, Palm®, or BlackBerry® devices) to give staff access to up-to-date information<sup>2</sup>.

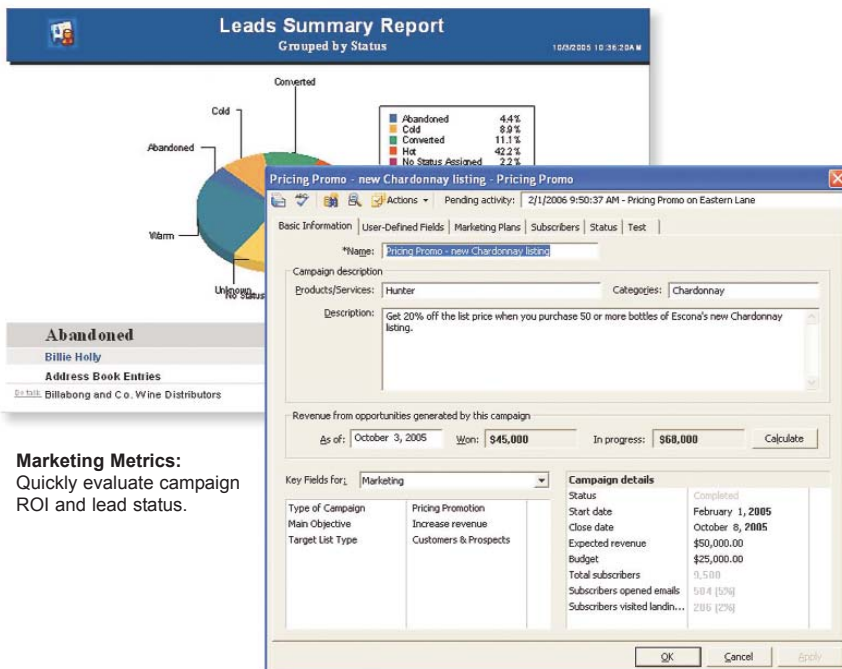
## Improve Customer Communications via Your Website

- Capture critical information from your website visitors, such as complete contact information, interest level and company size, and then follow up quickly. With Workflow Automation Maximizer Enterprise can automatically create a follow-up task for appropriate sales person and send a series of response emails to ensure web leads don't slip through the net.
- Easily create online forms using built-in wizard-driven tools that integrate with your existing website.



*“Our Marketing, Sales and Customer Service is almost totally handled and automated on a daily basis by Maximizer Enterprise CRM, from the delivery of all our marketing campaigns to the measurement of results and cost effectiveness of each campaign. Maximizer Enterprise has been one of the best business investments I have made in the last 10 years.”*

**- Garry Kewish, President,  
Brian Tracy International**



**Marketing Metrics:**  
Quickly evaluate campaign ROI and lead status.

<sup>1</sup>Workflow Automation powered by KnowledgeSync is an additional charge.

<sup>2</sup>Web, Wireless web, and Dashboards available only in eCRM Suite. MaxMobile for Windows Mobile is an add-on product.

<sup>3</sup>Requires Crystal Reports Server add-on product.

<sup>4</sup>Requires Workflow Automation add-on product.

<sup>5</sup>Synchronisation with Exchange Server requires MaxSync add-on product.



## 9 Reasons that make Maximizer Enterprise Better.

- Award-winning, intuitive, integrated sales, marketing, customer service & support CRM software
- Adaptable to your business demands
- On demand access: Desktop, PDA & Web-Ready
- Rapid deployment & results
- Works with Office, Outlook, and accounting programs
- Bullet-proof security
- Architecture built on industry standards
- Affordable: Lowest total cost of ownership in its class
- Proven with over 7,500 customers and over 10 years focused on customer management software

## For More Information

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### Maximizer Enterprise 9.5

Designed for small and medium-sized businesses, Maximizer Enterprise 9.5 rapidly helps companies gain strategic insights and implement winning strategies that will outperform competitors. This proven, affordable CRM solution gives sales, marketing and service professionals the tools they need to attract prospects, win new customers and increase repeat business.

### About Maximizer Software

Maximizer Software has helped over 7,500 Maximizer Enterprise customers and more than one million Maximizer users grow their businesses by building profitable customer relationships with award-winning solutions.

### Maximizer Enterprise works with technology from the following partners



### Awards



Authorised Maximizer Partner

# Maximizer

The CRM Company [www.max.co.uk](http://www.max.co.uk)

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