

Email marketing made easy



> Sage CRM now integrates with MailChimp

Email marketing is one of the most effective marketing tools modern businesses have at their disposal. With minimal resources, small and medium sized companies can send personal, relevant and timely emails to their customers and prospects, while keeping costs to a minimum.

Email marketing is built into Sage CRM, and it allows you to quickly and easily build campaign lists, design effective email communications and deliver your messages to the right people at the right time. Responses to your email campaigns can be analysed in real-time, allowing you to continuously make improvements and enjoy a greater return on investment.

Targeted measurable marketing

Sage CRM integrates with MailChimp and Swiftpage, offering you more choice for your email marketing needs.

Now you can eliminate guesswork, create highly targeted marketing campaigns and get more from your marketing resources.

What can Sage email marketing do for your business?

- Create personalised, effective and targeted emails covering all of your communication needs
- Create lists of target groups within Sage CRM and use these to send targeted campaigns to customers and prospects
- Send a series of emails to contacts automatically with marketing automation and reach the right people at the right time
- Analyse email responses in real-time and tweak campaigns as needed to ensure you get the maximum return on your investment from every campaign

‘Our marketing team is now beginning to see the benefits of running all campaigns from one system. We are executing more effective marketing initiatives across all our sales channels, as well as building campaigns to our existing client base.’

Andrew Burne,
Sales Director,
J.Coates Limited

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The screenshot displays the Sage CRM interface for managing MailChimp campaigns. At the top, there's a navigation bar with 'Sage CRM' and various menu items like 'My CRM', 'Team CRM', 'Reports', and 'Marketing'. Below this is a breadcrumb trail: 'Dashboard > Calendar > Contacts > Leads > Opportunities > Cases > Shared Documents > Preferences > Groups > MailChimp Campaigns'. The main content area is titled 'MailChimp Campaign Details' and shows information for a campaign named 'December Mailshot'. It includes fields for 'Campaign Name', 'From Email Address', 'Group', and 'From Name'. Below this is a 'MailChimp Campaign Results' table with the following data:

MailChimp Campaign Results			
Total Opened: 728	Total Clicked: 335	Bounced: 22	Unsubscribed: 3
Emails Sent: 415	Unique Opened: 205	Unique Clicked: 228	Last Opened: 15/12/2014 11:36 AM

On the right side of the interface, there are buttons for 'Open Campaign', 'Refresh', 'Continue', and 'Help'.

> Manage your MailChimp email campaign from within Sage CRM

MailChimp email marketing

- Free to use for lists of up to 2,000 subscribers
- Create visually striking email templates using a simple drag and drop editor via MailChimp
- Personalise a suite of predesigned email templates quickly and easily
- Collaborate with other teams using multi-user accounts
- Create signup forms to collect customer information
- Create groups and segment by those groups when you're ready to send an email
- Provide timely and relevant information to customers and prospects with email automation
- Connect MailChimp to your Twitter and Facebook accounts to automatically post your campaigns on those networks
- Track how many people opened your email campaigns and see exactly what they clicked
- Track bounced emails and unsubscribes

Swiftpage email marketing

- Simple 3-step wizard for rapid campaign execution
- Over 90 attention-grabbing templates that can be personalised quickly and easily
- Rapid creation of groups from segmented prospects and customer lists
- Automated drip marketing campaigns
- Open, click and bounce rate tracking
- Auto-feed of metrics into Sage CRM for rapid return on investment calculation
- Integrated telesales follow-up
- Simple campaign cloning for consistent execution and departmental collaboration

About Sage CRM

Over 15,000 small and medium sized companies across the globe use Sage CRM every day to accelerate sales, drive business productivity and make every customer interaction count. It is used by enterprising, growing companies seeking new ways to interact with customers, leverage the power of social media and take advantage of the latest mobile developments to further grow their business. When combined with Sage ERP, our customers enjoy better business insight, increased efficiencies and productivity, and gain a single, customer-centric view across their entire business. So whether you're just starting out or have already grown to several hundred employees, Sage CRM can help accelerate your business success.

Accelerate your business success with a free 30-day trial at www.sagecrm.com

