**StarterCRM** Marketing Communications



# A Simple Way to Create Sales Documents & Build Ongoing Sales & Marketing Campaigns

**About the Marketing Communications Solution**

The Marketing Communications application is a powerful tool that integrates seamlessly with the Contact Management application. It gives businesses access to hundreds of sales document templates and allows them to build ongoing email sales and marketing campaigns to add customers and boost business.

**Marketing Communications — Key Features**

**Access Hundreds of Sales Document Templates**

- Businesses can save time and fight writer's block using the library of professionally crafted sales letters and documents
- The standard document templates can be modified and customized to meet the specific needs of the business

**Develop Communication Solutions for a Wide Range of Business Topics**

- Product and service announcements
- Sales contracts & order fulfillment
- Appointment setting and appointment follow up
- Customer service and problem resolution
- Customer and prospect solicitation

**Create One-Time & Ongoing Sales & Marketing Campaigns**

- Develop a single email or series of emails to build effective ongoing sales & marketing campaigns.
- Create distribution lists using the data stored in the StarterCRM contact management solution.
- Campaigns can be scheduled to be delivered on specific days at specific intervals or delivery can be "triggered" by business events that you define.

**Find out for yourself how StarterCRM can change the way you manage your business. Visit www.startercrm.com and sign up for a 30 day FREE trial of the entire suite of applications.**

## StarterCRM

A Complete Suite of Business Management Tools

### Contact Management

- Import contact data from other applications such as Outlook and Excel
- Create, track & manage events, appointments & marketing campaigns
- Manage your sales pipeline by assigning status and probability codes to customer proposals

### Marketing Communications

- Includes hundreds of document templates covering a range of sales & marketing topics.
- Create one-time and ongoing sales and marketing campaigns
- Create campaigns that are "triggered" by specific events within your business
- Includes both print and email output options.

### Customer Service

- Track customer service issues by product, customer, employee or date.
- Prioritize open issues and "flag" emergency issues
- Assign issues to your employees or customer support personnel
- Receive notification of new issues through automated alerts.
- Add notes to each issue to improve understanding and collaboration between support staff

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