

## Using CRM systems to manage marketing campaigns is a cost-effective solution

Date: 04-08-2008 12:28 PM CET

Category: [IT, New Media & Software](#)

Press release from: [DMC Software Solutions](#)

Agency: **WebCertain**



Marketing Managers are largely unaware of the huge benefits they can reap by using their CRM systems, such as SalesLogix, to manage external marketing campaigns. Every stage of email communication; from content, through to subscription management, can be dealt with by CRM systems.

Every company's CRM system contains a vast depository of contact data that can be exploited in marketing campaigns to ensure relevant and targeted literature is distributed.

CRM systems can be hugely beneficial to marketing campaigns as some have integrated features that are designed specifically to allow marketers to easily extract the useful data held within the system.

Rebecca Haines of [www.dmc-solutions.co.uk](http://www.dmc-solutions.co.uk) says: "The real marketing benefit of a CRM system is wealth of information that is stored within it. Names, contact details, purchase preferences and location can all provide marketing departments with an edge. Without the means to extract this information it is essentially useless."

Some systems, such as SalesLogix contact manager software, even have custom designed marketing modules with sophisticated analytic features, adding extra functionality to marketing departments.

These add-ons, which can also be found in mid market solutions like SalesLogix, cover a number of features comprising campaign management, email marketing, dynamic segmentation, campaign reporting and lead capture. Utilising each of these features can add an extra dimension to the marketing mix and have a real impact on the success of any marketing campaign.

CRM systems, such as SalesLogix, are also excellent organisation tools, as they allow all members of staff to keep track of tasks, to-dos and targets – whether they sit in the company.

Furthermore, campaign management features in marketing modules allow marketing staff to track every stage of the marketing process; from budgets and released material, to generated leads and follow through sales.

Says Rebecca: "CRM systems can help to ensure that marketing proposals stay on track and are delivered on time and in budget."

Essentially marketing modules can reduce the amount of time spent setting up and maintaining marketing campaigns. Campaign management functionality can be of huge benefit to marketing personnel and can improve the effectiveness of marketing campaigns.

Rebecca concludes: "There can be little doubt that the majority of businesses will benefit from marketing modules attached to

their CRM systems.

"Integration with CRM products allows for useful data to be utilised to its full potential, furthermore the organisational benefits that campaign management features offer will be invaluable to the majority of marketing departments, no matter how large or small.

"A CRM system, such as SalesLogix, that is designed to work with a marketing department will become essential in the future."

Kiia Kiander  
Online PR Coordinator

[kiia.kiander@webcertain.com](mailto:kiia.kiander@webcertain.com)

Web Certain Europe Ltd  
Blackthorn House  
Northminster Business Park  
Poppleton, York  
YO26 6QW  
44 1904 780030

About DMC Software

DMC Software Solutions is a specialist in training, supporting, supplying and implementing Sage CRM business solutions and the full range of Sage integrated accountancy software for companies.

Keeping over 2300 customers in the UK and Europe satisfied, the DMC Software team has received a number of awards from Sage UK over the last six years.

DMC Software are experienced implementing accounting and CRM solutions in small and midsize markets means there is no one better placed than DMC to deliver your Sage accountancy, CRM or a totally integrated Sage Suite.

[You can find this press release here](#)