



The tool for successful campaigns



Defining target groups:

- Which customers still have a previous model in use?
- Which customers have already attended an advertised training?
- How do you minimize waste coverage?
- And at the same time comply to the GDPR?



Addressing the right professionals with SMARTCRM:

- Free definable features to categorize and classify addresses and contacts
- Numerous filter options to select the appropriate target group
- Storage of the selection conditions in user-specific profiles
- Technical requirements for the processing of personal data in accordance to data privacy regulations



Sending mailings:

- How can mailings be sent and documented at the same time?
- A personalized salutation is professional but time-consuming?
- Keep everything in mind: prepare the mailing today, send it the day after tomorrow and start the follow-up campaign next week



Planning, executing and following up mailing campaigns with SMARTCRM:

- Sending of mailings and serial e-mails from SMARTCRM
- Documentation of the mailing in the customer file
- Personalized address
- Possible delayed dispatch
- Send follow-up tasks to colleagues as well



Using CRM data for e-mail marketing:

- Time-saving and convenient creation of newsletter with layout templates?
- Consider the requirements for a legally compliant dispatch, such as the double opt-in procedure?
- Can all information be automatically documented in the CRM system?
- Who is the right recipient group for the mailing? And how do the data get to the e-mail marketing tool?
- How successful was the sent mailing?



Combining the strengths of CRM and e-mail marketing tool with SMARTCRM.Inxmail:

- Inxmail professional connection through a standard interface
- Transfer of the selected address and contact information in SMARTCRM to Inxmail
- Generation of follow-ups in SMARTCRM
- Optional:
 - Automatic transfer of subscription, cancellation of subscription, bounce credentials and tracking information to SMARTCRM
 - Documentation of the subscription/cancellation of subscription or the consent/objection to tracking
 - Documentation of the open links per mailing with consent to personalized tracking



Managing campaigns:



- Who are the participants at the following campaign step?
- Who is in charge for the step and till when does it have to be completed?
- Have all approvals been granted or is something still open?
- Are costs still within the planned range?



All campaigns at a glance with SMARTCRM:

- Extensive campaign management
- Creation of any number of campaign steps
- Assignment of partners
- Archiving of documents
- Representation of approval processes
- Comparison of target / actual costs
- Link of selections for mailing
- Evaluations of responses of mailing, such as number of registrations

Take off with CRM in marketing now

SMARTCRM guarantees a complete overview on the development and the current state of your campaign and makes it easy to send professional privacy compliant mailings.

All modules for your marketing at a glance:

SMARTCRM.Modules

- SMARTCRM.Projects
- SMARTCRM.Sales
- SMARTCRM.Planning
- SMARTCRM.Targets
- SMARTCRM.Inxmail
- SMARTCRM.DMS
- SMARTCRM.ERP
- SMARTCRM.Exchange.Sync
- SMARTCRM.Basis
- SMARTCRM.GeoMap
- SMARTCRM.TourPlanning
- SMARTCRM.Ticket
- SMARTCRM.Machines
- SMARTCRM.Web
- SMARTCRM.App
- SMARTCRM.Offline
- SMARTCRM.Competition

Get to know our CRM software SMARTCRM free of charge and non-binding directly on your screen:
smartcrm.gmbh/en/company/online-demo



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