



**customer  
relationship  
management**

# **CRM**

**solutions**



marketing & advertising

# IF marketing & advertising

## CRM APPLICATION SERVICE

**IF marketing & advertising CRM (Customer Relationship Management)** is a web-based, turnkey solution providing small to medium sized businesses complete management of all customer contact activities and marketing campaign metrics. With easily customized database fields, groups, and client-specific features, IF marketing & advertising CRM serves as a hub for all contact management activities, accessible anytime, anywhere via the web.

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### Benefits & Advantages:

With IF marketing & advertising CRM, we can make informed, fact-based decisions on our sales approach. It lets my team organize and manage all customer touches, from integrated online forms to phone calls to personal visits.

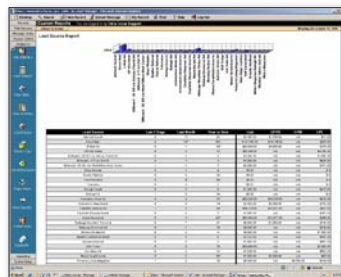
That information provides dynamic, real-time reports that identify pipeline opportunities and evaluate sales activity.

-Chuck Dennis  
Director of Sales  
Briar's Creek

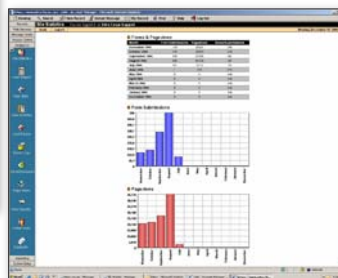
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**With the IF marketing & advertising CRM tool, companies can efficiently manage, track, and customize all communication and contact activity within one application. Effective CRM can increase customer loyalty and profitability through:**

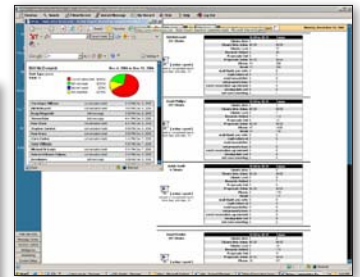
- Established sales automation procedure
- Improved contact management for leads and prospects
- Systematic reminders and alerts
- Developing customer preference profiles
- Integrated activity and customer information tracking
- Real-time pipeline and opportunity reports
- Increased cross-selling through customer awareness e-campaigns
- Quicker, more accurate response to leads and information requests
- Make informed decisions with real sales activity, pipeline and marketing reports



Marketing  
Return on Investment  
Dashboard



Page Views  
& Form Submission  
Dashboard



Sales Activities  
Dashboard

# FEATURES & Capabilities:

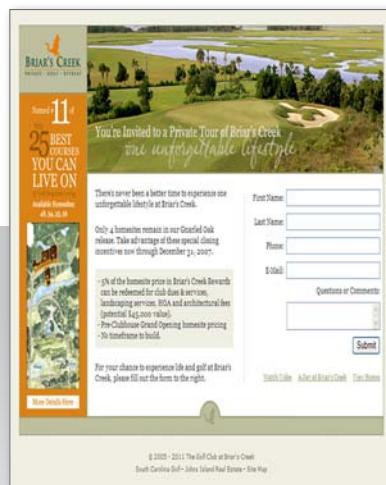
The core capabilities of our CRM solutions include:

- Customized pipeline and sales activity reports
- Marketing dashboard area that displays campaign results, website analytics, e-marketing statistics, and lead source ROI data
- Personalized calendars with alerts and reminders
- Tasks feature to organize sales and daily administrative activities
- Integration of website forms and surveys into the database
- Launch password protected websites
- Easily upload documents and pages to password protected area
- Integrated phone statistics from enVoi Telad Solution (toll free number tracking)
- Robust search engine and data mining for customized analytics and database segmentation

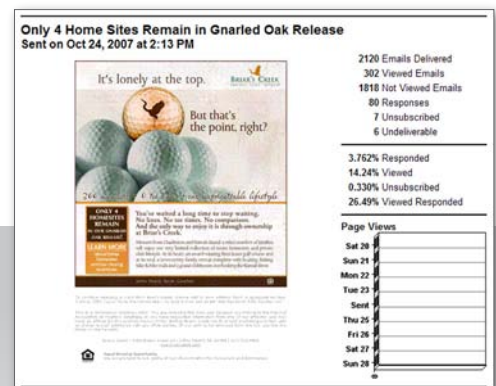
## E-Marketing:



An E-Campaign for Briar's Creek



Landing Page with Submission Form



E-Campaign Result Page

IF marketing & advertising CRM also allows businesses to develop and launch a variety of e-marketing campaigns with customizable features and capabilities:

- Tracking for open rates, click-throughs, forwards and list management
- Integrated landing pages containing forms and surveys
- Personalized messages with variable data
- Certified status as an Authorized Sender of Commercial Email
- Return Path's Sender Score management for increased e-mail deliverability

**corporate headquarters:**

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