For Marketing

Maximizer CRM helps managers, teams and individual contributors to collaborate, accessing and sharing information across Sales, Marketing and Customer Service & Support.

- Generate qualified leads to fill the sales pipeline with high-value prospects

- Learn quantifiably what works best, and report on campaign ROI to refine strategy and tactics

- Execute email campaigns for targeted precision with every outreach

- Build campaign strategy with sales and service insight

"Maximizer CRM enables us to cost-effectively build, execute and track targeted direct mail and email marketing campaigns with different messages for different groups. As a B2B company, we rely on this tool to help us reach audiences quickly —ultimately cultivating strong relationships to grow our business."

Elen Alexov, Direct Marketing Manager
Ipsos-Reid North America

Target precisely to maximize response & ROI.

Successful marketing in today's customer-driven market is laser-focused on doing what works more often. To spend limited budgets and resources in the best possible way, track response and capture insight on successful tactics during every campaign. Make the most of your team's effort with Maximizer™ CRM 10—a simple, accessible, and adaptable CRM solution that helps you to optimize every marketing dollar for targeted leads that drive profitable, long-term customer relationships.

Stay on-target for cost-effective lead generation

Generate qualified leads for your sales team while saving time and money with tightly managed email campaigns that drive repeat business.
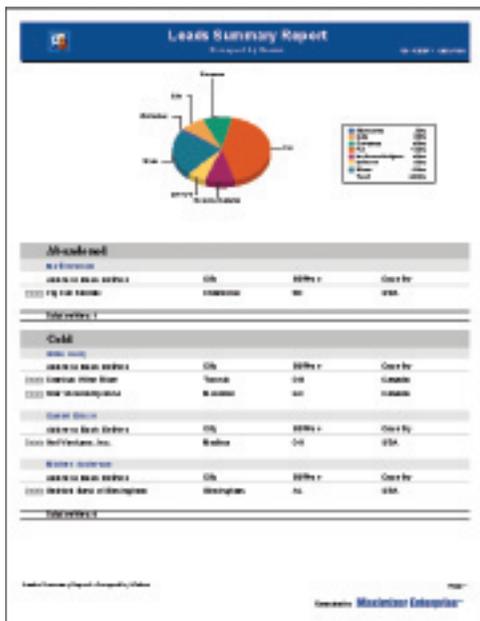
Generate qualified leads: Help fill the sales pipeline with leads and monitor campaign ROI to know which campaigns are working.

- Execute automated email marketing, fax and print campaigns to send newsletters, product announcements, seasonal promotions and event invitations.

- Improve response rates by automatically personalizing every prospect and customer-facing email.

- Quickly and easily create target lists and manage multi-phase campaigns.

- Use Microsoft® Word for greater formatting flexibility within email, fax and print campaigns. Use Microsoft FrontPage® or other web software to create HTML campaigns.

- Gain visibility into the quality and quantity of leads going through to the sales team, and know which programs produce hot leads by tracking lead status for each source and account manager.

Maximizer Software
Simply Successful **CRM**

> *"Our well-run marketing campaigns are thorough, cost-effective, and allow us to show the widest group of prospects and referral sources that we're serious about them and their deliveries."*
>
> **Larry Zogby,** President
> **RDS Delivery Service**

Create and execute marketing campaigns with precision

Execute targeted email campaigns to your customers and prospects directly from Maximizer CRM. Keep list management and email distribution in-house, including opt-in and opt-out requests, and avoid third-party services and associated risks and costs. And make the most of incoming channels, such as your website, to rely less heavily on outgoing campaigns.
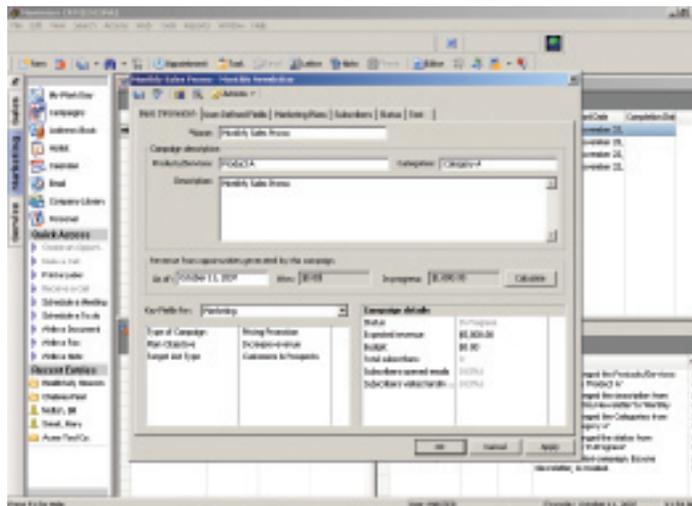
Execute effective email marketing: Run professional email campaigns targeted at customers and prospects.

- Comply with privacy, do-not-call and anti-spam legislation and avoid costly non-compliance penalties. Allow customers to opt-out with links in email campaigns or directly from the account record.
- Use the do-not-call registry with your database so that staff are warned when they view a customer's record.
- Import and export lists in Excel®, CSV, ASCII or XML format for list rentals and mailing houses.
- Capture critical information from website visitors directly into Maximizer CRM (such as leads, online surveys, or event registration). Automatically create a follow-up task or send a series of response emails for immediate follow-up.

Automate for efficient prospect communication

Ensure every lead and opportunity gets the attention it deserves by automating communications, flagging critical milestones and monitoring performance with Workflow Automation powered by KnowledgeSync[i].

- Answer queries promptly by monitoring and responding to incoming email inquiries—scan messages for keywords and route accordingly for rapid response.
- Send prospects a series of time-based, relevant messages when an action is triggered (such as a purchase, service incident or inquiry)—for instance, send a personalized thank you and product training offer after every purchase.
- Alert managers with progress or exceptions—such as deals closed resulting from a specific lead source, or delays in lead follow-up.
- Plan and direct multiple projects and teams by assigning tasks and use action plans to stay on schedule and track resources to specific projects.

Maximizer Software
Simply Successful **CRM**

Maximizer CRM 10 Features

- Account and contact management
- Time management
- Task management and automation
- Sales force automation
- Sales forecasting
- Marketing automation
- Email marketing
- Customer service management
- Microsoft Office integration
- Outlook & Exchange synchronization
- Accounting integration
- Business Intelligence
- Workflow automation
- Partner relationship management
- eBusiness
- Access options: Windows desktop, web, mobile devices, remote synchronization

Technology Partners

Certified Solution Provider

Calculate return on investment for targeted, reliable budgeting

Automatically calculate the ROI for each marketing campaign to recognize patterns in response rate, and opportunities won and lost. Pinpoint successful tactics by calculating lead conversion rates and measuring sales results.

- Instantly see a snapshot or detailed list of campaign performance, including email open and click-through rates, plus won and in-progress sales opportunities to make ongoing refinements to your approach.
- Get real-time updates with over 175 standard reports, including lead status summaries and sales pipeline. Present customer, lead and opportunity information in whatever manner suits your needs, and then export reports to Excel for deeper analysis.
- Automatically send weekly reports to managers or trigger alerts based on critical performance indicators (such as leads with overdue follow-up)[ii].

Coordinate with sales and service for interaction consistency

Allow sales and customer service staff to see campaign activities related to each account record for more effective selling and servicing. Close the sales loop with campaign respondents, and be aware of outstanding service issues before embarking on a promotion.

- Share up-to-date marketing collateral and documents in any file format (including Word, Excel®, PowerPoint® and PDF) with sales and service staff through a searchable library.
- Collaborate seamlessly with other departments and non-Maximizer CRM users with two-way synchronization of Microsoft® Outlook® and Maximizer calendars.
- Use one-button synchronization with remote and mobile device users (BlackBerry®, Windows Mobile®, Palm®) to deliver up-to-date information to staff, regardless of location[iii].

Get Maximizer CRM today and get Simply Successful CRM

i. Workflow Automation powered by KnowledgeSync is an add-on product with additional license fees.
ii. Trigger alerts and reports requires Crystal Reports Server or Workflow Automation—both add-on products with additional license fees.
iii. Mobile device options: MaxMobile for BlackBerry or Windows Mobile devices, or Wireless Web Access are add-on products with additional fees.

Why Maximizer CRM 10

1. **Simple** and quick to deploy, learn, use and maintain.
2. **Access** to critical information through the web, Windows desktop, and mobile devices.
3. **Best value** in its class for full-featured CRM.

Visit www.maximizer.com for:

- Information based on your role: sales, marketing, service, executive, IT
- Information on features and technology
- Online demonstrations, trial software
- White papers on CRM best practices
- Webinars

Maximizer CRM helps small and medium-sized businesses maximize revenue, maximize satisfaction, and maximize every single day.

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