

INES Features

- Easy to use
- Universal accessibility using any web browser
- Quick implementation
- Secure infrastructure
- Low implementation costs
- Monthly subscription

INES.MarketingManager

Marketing Manager

The key to your company commercial success has to do with putting into practice well targeted and segmented marketing actions. INES.MarketingManager allows you to elaborate, launch, supervise and evaluate the efficiency of your campaigns.

This module will give you the possibility of making an accurate multi-criteria segmentation. You will be able to create and plan your campaigns in an easier way, measuring your return on investment in real time. Statistics and dashboards will allow you to analyse the outcome more thoroughly.

INES.MarketingManager is the simplest and most efficient tool to make your commercial opportunities become real business.

Benefits

- Plan your marketing actions quickly (emailing, phoning, trade fairs)
- Analyse each and every campaign statistics
- Adapt your commercial messages easily
- Exploit current and potential clients information to the fullest seeking to plan new actions and close more and better deals

Features

It includes all INES.ContactManager features, plus:

First contact

- "Webleads" management through your web site.
- Contact segmentation
- Campaign management and follow-up: browsers/ emailing/SMS/Fax/Tele Marketing

Prospecting

- Recruitment, follow-up and assessment of prospective clients
- Total integration with sales cycle

Analysis

- Campaign analysis: statistics on email open rates/hits/answer rates
- Follow-up of quotes generated from a campaign
- ROI and linkage with your actual and prospective business

Areas involved

Marketing Teams

- Don't let any opportunity go
- Implement multimedia campaigns
- Increase your company prestige
- Identify more and better projects

Commercials Chiefs and Directors

- Control your team activity
- Don't leave any order unprocessed
- Distribute work to meet your priorities and potential

Call Centers and outsourced services

- Facilitate your team daily work
- Obtain synthesis statements easily
- Stick to your quality and results commitments

"INES provides a better visibility of sales evolution, thus we can anticipate possible sales falls by adapting our marketing policy. But the most important is that this tool does not require any data-processing maintenance, nor for directors, nor for users".

Philippe Rideau
Sales Manager

Nikon Division Instruments



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