

Sage ACT! | Customer Success



Challenge:

Reach more hotels faster, with a consistent but personal message to advertise tourism services from local vendors and attractions in Barbados, and reinforce in-person sales efforts.

Solution:

Sage E-marketing for ACT!* enabled them to leverage their existing investment in Sage ACT! through integrated email marketing capabilities—complete with customizable templates so they could send personal messages quickly.

Result:

Chalaran Direct Marketing can now provide the same information to hundreds of hotels at once—with a personalized feel, giving them the edge to get information out faster and provide a higher level of service.

Customer:

Chalaran Direct Marketing

Industry:

Tourism

Location:

Barbados

System:

Sage ACT!

Sage E-marketing for ACT!*

Chalaran Direct Marketing Gets the Word Out Fast using Email with a Personal Touch

Chalaran Direct Marketing has been a fixture in Barbados for many years, helping connect guests of the island with their clients who offer services and attractions from car rentals, to botanical gardens and horse races. The key to their success is building relationships with local hotels where they can promote the services offered by their clients. They set their business apart by staying flexible and dynamic, changing messaging quickly to accommodate last minute offers, deals, or cancellations. This required an efficient way to keep in touch with the hotels.

For years they relied on in-person sales calls, but realized they needed to reach more hotels, more often, with a personalized and fun message. Nikki Grannum, co-owner of Chalaran Direct Marketing, had been using Sage ACT! since 2001, when they decided to start email marketing about a year ago. Nikki says, “We’ve used Sage ACT! for years and we were looking for a way to send information to the concierge at the hotels around the island. Sage E-marketing for ACT!* did everything we needed.”

Nikki adds, “We learned about Sage E-marketing for ACT! on www.act.com, and did not look at any other products. We trusted Sage knowing that Sage ACT! is a very good product.”

Easily Customizable Email Templates Make Personalization a Breeze

The key to Chalaran Direct Marketing’s email strategy was personalization. They needed to reach a host of local hotels, with a similar message, but make it fun and interesting to read. To do this, they use several formats: newsletters, email blasts, and special messages for specific customers.

Sage E-marketing for ACT!* had the professional, eye-catching templates they needed to get their email marketing strategy off the ground quickly. Being able to customize the pre-built content made it easy to start reaching more hotels with their messaging. Using the emails as a follow-up to an in-person sales call has been a great strategy, “It helps remind them that we are there, and it reinforces the information presented by the sales reps,” explains Nikki.

Nikki says, “We send email blasts and newsletters every week, we run competitions through it and make it fun to read. The hotels can refer back to our emails to answer questions from visitors. We have increased the amount of information to hotels, and the speed with which it gets there. We could not have done this without Sage E-marketing for ACT!.”

Integrated Reporting Facilitates Effective Follow-up

Being able to send the email is great—but knowing who opened them, who read them, and who opted out, all tracked right on the Sage ACT! contact record—is priceless for Chalaran Direct Marketing. Nikki says, “We constantly view the open-rate data, we love that part! We can make targeted phone calls based on this.”

Nikki also uses Sage E-marketing for ACT!* to advertise their own direct marketing services and launch new products. “We can send an email blast about a new product and follow-up with a phone call for anyone who opened the email, or adjust the messaging for anyone who didn’t open it,” says Nikki. She adds, “Recently we needed a quick revenue boost, so we sent off an email blast and two new clients signed up right away, which is a great result for just a little effort!”

Contact Groups and Custom Fields Enable Targeted Marketing Strategies

For over ten years, Chalaran Direct Marketing has relied on Sage ACT! to keep their contacts in order and track call notes and frequency. To have Sage E-marketing for ACT!* seamlessly integrated with Sage ACT! has enabled them to create effective marketing strategies.

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— Nikki Grannum,
Co-Owner, Chalaran Direct Marketing

Nikki says, “I love Sage ACT!, I can manipulate the data to what I want. I love being able to add fields and change colors to match my business,” she adds, “we keep all clients and hotels in Sage ACT!, and use Groups to target marketing to specific segments. This has really been effective for us.”

With custom fields added for each product, Chalaran Direct Marketing can target messaging to clients based on the products that suit them best. They can create specific messaging for each group, and create route lists for their sales calls quickly and easily.

Sage E-marketing for ACT! has enabled Chalaran Direct Marketing to increase their reach. Nikki says it best: “We can only make so many sales calls in a day, but we can reach hundreds with email blasts.”

About Sage ACT!

Sage ACT! makes it easy for you to have meaningful conversations with customers by giving you an organized view of the people you do business with. Like the millions of individuals in small businesses and sales teams who use Sage ACT!, you’ll always be prepared with recent emails, meeting notes, task reminders, and social media profiles, because all of these details live in one place. You can even use Sage ACT! like a sales and marketing assistant to get the right leads, send striking marketing campaigns, and track your overall performance. The bottom line, Sage ACT! takes care of the administrative stuff so you can focus on building long-lasting, profitable business relationships.

About Sage North America

Sage North America is part of The Sage Group plc, a leading global supplier of business management software and services. Sage North America employs 4,000 people and supports 3.1 million small and midsized business customers. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs 13,100 people and supports 6.2 million customers worldwide.

Important Notes:

For Sage E-marketing for ACT!: Sage E-marketing for ACT! is powered by Swiftpage™. For Sage ACT!: Review Sage ACT! system requirements at www.act.com/2012systreq. You must purchase one license of Sage ACT! per user. Scalability varies based on hardware, size, and usage of your database. Visit www.actsolutions.com or contact your add-on product provider to determine compatibility for your add-on products.

*Requires additional subscription

†Drip marketing is purchased in addition to the Email Marketing service level. Each additional user is an additional cost.