

# E-marketing for ACT! | Prospect Brief

## Smart Email Marketing Works – Put Sage E-marketing for ACT! to Work for You

There's a reason why e-marketing is so popular. Emails are easy to create, easy on the budget, and—most importantly—proven to drive sales if done right. A subscription to E-marketing for

ACT! gives you a simple way to grow your business by regularly communicating with your contacts. See how easy it is to create and send professional, eye-catching emails that fit the style of your brand. Extend your reach to Facebook®, Twitter®, and LinkedIn® using social sharing features. Then, take a look at easy-to-analyze graphs that help you understand the impact of your messages.

Since Sage E-marketing for ACT! integrates with Act! , you can take full advantage of your Act! database by sending emails to the contacts, lookups, groups, and companies you already manage with Act! . Building your lists with new details from surveys or web forms is a breeze too; Sage E-marketing for ACT! can help fill in contact details and add new contacts to Act! Anyone can send email. The key is to do it smartly and efficiently with E-marketing for ACT!.

### What is E-Marketing?

Email marketing (e-marketing), allows businesses like yours to stretch revenue and reach contacts more effectively than with traditional marketing methods. So how can you use e-marketing for your business? A range of communications is possible. Offer discounts to drive sales, wish customers Happy Birthday, invite prospects to an event or webcast, and make special announcements about a new location or staff member—communications like these can go a long way in growing your business. These examples are just the beginning. With e-marketing, you can be as creative as you like when communicating your business to your audience. Because the upfront costs are so low and the potential ROI is so high, e-marketing is a smart option for your overall marketing efforts.

### BENEFITS SNAPSHOT

**SEND** professional, eye-catching emails to the Act! contacts, lookups, groups, and companies you select, then share through social media to extend your reach.

**GROW** your contact list with little effort by using surveys and web forms that automate information gathering about your contacts and the acquisition of new contacts.

**MEASURE** the effectiveness of your emails by analysing graphical reports to get better results each time you send email campaigns.

**FOCUS** on the hottest sales leads presented to you in a ranked, qualified list so it's easy to turn leads into new customers. **NURTURE** prospects with Drip Marketing1 campaigns that automatically deliver targeted messages to the right people at the right time.