

Sage E-marketing for ACT! | Product 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 Sage 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 Sage ACT!, you can take full advantage of your Sage ACT! database by sending emails to the contacts, lookups, groups, and companies you already manage with Sage 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 Sage ACT!.

Anyone can send email. The key is to do it smartly and efficiently with Sage E-marketing for ACT!.

What is E-Marketing?

Email marketing (e-marketing), allows businesses like yours to stretch dollars and reach contacts more effectively than with traditional marketing methods. The Direct Marketing Association's 2011 "Power of Direct" report found that email brings in \$40.56 for every dollar spent. As compared to catalog's ROI of \$7.30 and internet display advertising's ROI of \$19.72, this is something worth paying attention to.

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 Sage 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 analyzing 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.

*"Sage E-marketing for ACT!
helped me reach contacts
right away, creating brand
recognition and growth."*

— Shelly Winson, Owner,
True Choice Benefits, LLC

[Read the full story.](#)

CALL 866-903-0006
CONTACT YOUR SAGE ACT! CERTIFIED CONSULTANT* | VISIT WWW.ACT.COM/SEMA
TRY IT FREE FOR 60 DAYS

Send Professional, Eye-catching Emails

Create professional, eye-catching emails from one of the many impactful templates available. Easily customize your emails with your business's color scheme and logo, then use the design to develop landing pages for easy execution of cohesive, integrated marketing campaigns.



- ◆ All of these templates (and dozens more!) can be found in Sage E-marketing for ACT! and are fully editable for your use.

When your campaigns are completed, send emails directly from your Sage ACT! database to any combination of contacts, lookups, groups, and companies. Vastly expand your audience using social sharing features and automatically post your email to your Facebook, Twitter, and LinkedIn pages. Ask your recipients to help spread your message to their social networks by adding social media sharing to your email footer.

[Learn more about the benefits of e-marketing.](#) 

Grow Your Contact List

Surveys and web forms can automatically gather info about your contacts and help you get new contacts. Because Sage E-marketing for ACT! seamlessly integrates with Sage ACT!, it makes growing your contact list easy.

Surveys can help you better understand your customers and collect info like email addresses, preferences, customer satisfaction, phone numbers, and event registrations. Simply include a survey link within your emails and ask your customers to add their information, then pick the fields you want added to Sage ACT! and watch the information funnel back into your Sage ACT! database. This valuable information will help you better understand and reach your contacts.

Web forms also help you gain valuable information. Visitors to your website can fill out a Sage E-marketing for ACT! embedded web form to request more information and you can obtain their contact information. These sign-up details can be transferred into Sage ACT! and a new contact is created.

[Learn more about the benefits of survey tools.](#) 

Did you know...

Sage E-marketing for ACT! is a reputable email service provider that takes Internet service provider relations and spam compliance very seriously. We're constantly developing relationships with major ISP's, like Microsoft®, Yahoo!®, and Gmail® to name a few, as well as implementing technical procedures to avoid email filtering so your messages hit inboxes, not junk filters.

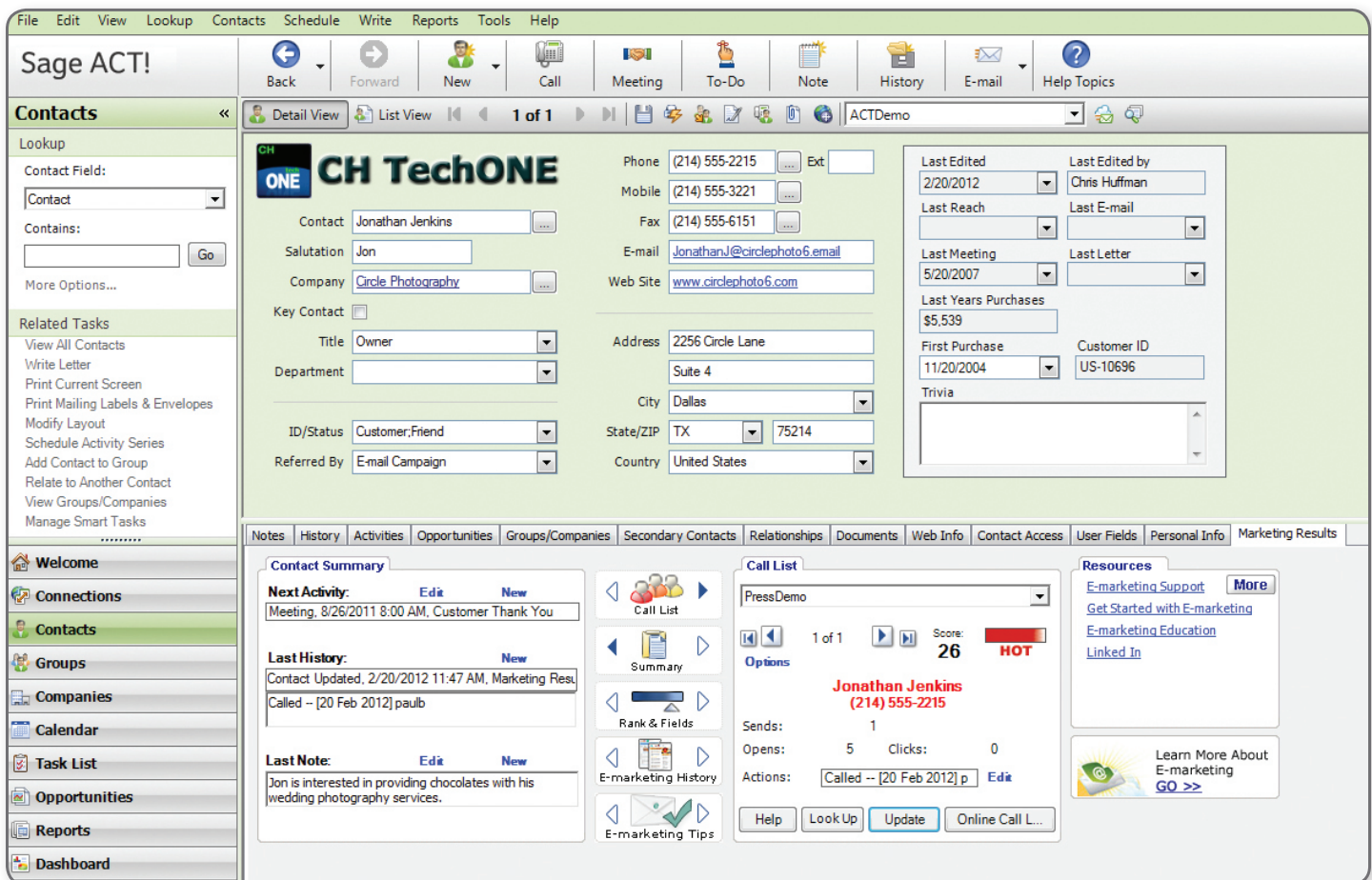
Measure the Effectiveness of Your Emails

Find out exactly what happened after your email was sent, including open rates, clicks, bounces, opt-outs, and more in easy-to-analyze graphs and detailed reports. Use learnings to continuously hone your messages. These results can also be recorded in Sage ACT! history so you can make sure future communications reach the right people.

Focus on the Hottest Sales Leads

Save time meticulously analyzing your reports and instead zero in on the hottest leads with the Sage E-marketing for ACT! call list. As your contacts open and click on your emails, Sage E-marketing for ACT! assigns a score to each contact based on the actions they took with those emails. You can see a ranked, qualified list of who you should follow up with first—viewable right from the contact record in Sage ACT!.

[Learn more about the benefits of the call list.](#) 



The screenshot displays the Sage ACT! software interface. The top menu bar includes File, Edit, View, Lookup, Contacts, Schedule, Write, Reports, Tools, and Help. Below the menu is a toolbar with icons for Back, Forward, New, Call, Meeting, To-Do, Note, History, E-mail, and Help Topics. The main window is titled 'Sage ACT!' and shows a contact record for Jonathan Jenkins. The contact information includes: Phone (214) 555-2215, Mobile (214) 555-3221, Fax (214) 555-6151, E-mail JonathanJ@circlephoto6.com, Web Site www.circlephoto6.com, Address 2256 Circle Lane, Suite 4, Dallas, TX 75214, United States. The contact is identified as Jon, Owner of Circle Photography. The interface also shows a 'Call List' summary for Jonathan Jenkins with a score of 26, labeled as 'HOT'. The summary includes details about the next activity (Meeting on 8/26/2011), last history (Contact Updated on 2/20/2012), and last note (Jon is interested in providing chocolates with his wedding photography services). The interface also features a sidebar with navigation options like Welcome, Connections, Contacts, Groups, Companies, Calendar, Task List, Opportunities, Reports, and Dashboard. A 'Resources' section on the right provides links for E-marketing Support, Get Started with E-marketing, E-marketing Education, and Linked In.

- ◆ Each contact is given a simple hot, warm, or mild ranking to help you discern the best way to follow-up with that contact.

"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!"

– Nikki Grannum, Co-owner,
Chalaran Direct Marketing

[Read the full story.](#)

Nurture Prospects with Drip Marketing¹

Reach the right people at the right time with Drip Marketing¹ campaigns. Drip Marketing uses smart technology to send targeted messages to your contacts based on how they've responded to previous emails, according to your records in Sage ACT!. Simply set up a series of messages so they receive only timely and relevant communications. Each campaign can include a variety of communication types from email to telemarketing and postcard stages. Sage ACT! lets you easily load contacts into your Drip Marketing campaign or sync to an existing group, or even add contacts automatically to a campaign after they complete a survey.

[Learn more about the benefits of Drip Marketing.](#)



Plans and Pricing

Email Marketing plans start at \$14.95 per month for basic e-marketing and survey tool functionality. Move up plans and watch as your marketing activities drive sales, because you'll know exactly which hot leads to call first.

Drip Marketing¹ plans start at \$29.95 per month and are purchased in addition to Email Marketing. Choose simple functionality that allows you to automatically send a sequence of emails to a select group of contacts over a period of time. Or get more sophisticated with tools that let your Sage ACT! database and previous emails actions decide who should receive which marketing message and when. You have the freedom to select the depth of functionality best suited for your business.

[View Email Marketing and Drip Marketing plans and pricing.](#)



About Sage North America

Sage North America is part of The Sage Group plc, a leading global supplier of business management software and services. At Sage, we live and breathe business every day. We are passionate about helping our customers achieve their ambitions. Our range of business software and services is continually evolving as we innovate to answer our customers' needs. Our solutions support accounting, operations, customer relationship management, human resources, time tracking, merchant services, and the specialized needs of the construction, distribution, healthcare, manufacturing, nonprofit, and real estate industries. Sage North America employs 3,900 people and supports more than 3 million small and medium-size business customers. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs 13,600 people and supports more than 6 million customers worldwide. For more information, please visit the website at www.SageNorthAmerica.com or call 866-996-7243.

Important Notes:

Sage E-marketing for ACT! requires an additional subscription and is powered by Swiftpage™. Review Sage ACT! system requirements at www.act.com/systreq. 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.

¹ Drip Marketing is purchased in addition to the Email Marketing service level. Each additional user is an additional cost. View plans and pricing at www.act.com/SEMA.

*Sage ACT! Certified Consultants are third-party vendors. Sage and its affiliates are in no way liable or responsible for claims made related to the services provided by third-party vendors.