

Targeted Marketing Programme





The Journey to Client Success: Targeted Marketing



Target



Contact



Convert



Targeted Marketing Campaigns for New Prospects

GEO IMPACTS (GI)

Analyse member conversion in your local catchment



Identify customer segments to target



Find out latest trends for your target groups



Formalise your offer for the target groups



MARKETING INTELLIGENCE (MI)

Get campaign reports and analyse campaign results



Save and launch campaign



Create email template for the campaign and embed the Sales-Focus link



Buy email addresses for the target groups and de-dupe existing members



SALES-FOCUS (SF)

Collect leads in Sales-Focus



Convert leads into members



Cross-check leads and conversion against the target groups



Evaluate the success of the marketing campaign for each target group



Targeted Marketing Campaigns for Not-Joined Prospects

GEO IMPACTS (GI)

Analyse member conversion in your local catchment



Identify customer segments to target



Find out latest trends for your target group



Formalise your offer for the target groups



SALES-FOCUS (SF)

Send the contact list to MI



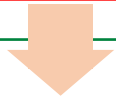
Create contact lists based on GI target groups



Segment the list based on demographics



Extract not-joined list from SF



MARKETING INTELLIGENCE (MI)

Select / Create email template for the campaign



Set up emailing preferences



Save and launch campaign



Get campaign reports and analyse campaign results