

CRM for Marketing



Create, attract, retain and delight customers, profitably

Maximizer's built-in marketing tools mean you can simply and effectively plan, budget, execute, analyse and optimise all aspects of marketing, ensuring you spend your marketing budget wisely and directing resources to initiatives that generate proven returns.

Maximizer CRM's built-in marketing campaign management tool makes it easy to set up, monitor and measure the Return On Investment (ROI) on automated email campaigns and manage processes for print direct marketing campaigns, helping you drive and nurture leads to feed the sales pipeline. You can send personal and targeted email campaigns to customers and prospects via the built-in email marketing engine, you can maximize social media marketing with web-linked URL user defined fields, manage and execute fax and print communications to customers and prospects, event invitations and other targeted marketing campaigns to your list. Calculate your ROI through automatic marketing campaign integration with sales leads and opportunities.

Maximizer CRM provides a really comprehensive marketing system, with a simplified interface and personalised view menus to ensure it doesn't daunt the user. It is simple and easy to customise and access anywhere, anytime via our intuitive user interface optimised for the latest mobile technology.

Plus, apply the Maximizer CRM: HubSpot Connector to dramatically improve your inbound marketing.

HubSpot Connector

The Maximizer CRM: HubSpot Connector is a powerful tool that bridges the gap between Maximizer CRM and sales pipeline management and HubSpot, the all-in-one inbound marketing software. With HubSpot, you can amplify your online marketing efforts, including measuring the effectiveness of your website, develop responsive landing pages, create informative blogs and schedule your social media activities across Twitter®, LinkedIn®, Facebook®, Google+®, Pinterest®, Youtube® and Xing®.

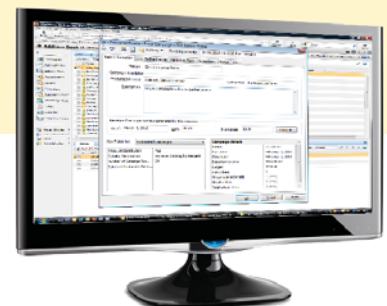
All leads generated will seamlessly flow into your Maximizer CRM, putting HubSpot's lead intelligence and prospect profile information into the hands of the Sales team, thus improving the quality of marketing leads generated, shortening the sales cycle for improved sales conversion and closing the loop between marketing effort and sales revenue.

- Lead Integration: new leads and enquiries captured in HubSpot flow seamlessly to your account managers in Maximizer
- Prospect Intelligence: put HubSpot's rich marketing intelligence into Maximizer, to learn more about every prospect and customer
- Bi-directional Sync: new records that originate in one system (Maximizer or HubSpot) can be instantly passed to the other system
- Closed Loop Reporting: see the connection between your marketing efforts and won opportunities in Maximizer to enhance decision making

Key Benefits:

- Enhanced email marketing tool
- Email preferences and anti-spam management
- List management
- Dynamic email marketing with workflow automation
- Business intelligence in marketing
- Account management and company library
- Web-lead generation tracking
- Social media marketing
- HubSpot Connector.

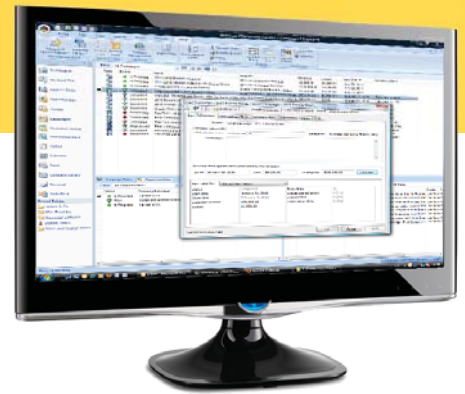
Maximizer CRM provides comprehensive marketing automation through its built-in Campaign Manager and new HubSpot Connector. It empowers managers and their teams to execute campaigns through integrated marketing tools that generate high-value leads to fill the sales pipeline.



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*Marketing Campaign ROI:
Measure marketing ROI with the
ability to associate an opportunity
with a particular campaign.*



- Custom Lead Scoring: control which leads are sent to Maximizer and when, based on any HubSpot activity or criteria, using custom lead scoring
- Customise Contact Profiles: Maximizer basic or customised fields can be mapped to HubSpot to keep contact profiles current and ensure effective segmentation
- Sales Team Notifications: send customer notification emails to sales representatives when leads take key actions on your website for specific follow-up
- Track Lead Sources: see which sources are producing customers, down to the keywords they search and individual pages they came from
- Lead Nurturing: use online behaviour tracking to get the ideal email message or sales offer to the right prospect at the right time.

Email marketing

Leverage the power of the built-in email marketing engine within Maximizer CRM to generate high-quality leads. Decrease marketing costs while increasing response rates with Maximizer CRM's built-in Campaign Manager, featuring comprehensive email marketing functionality, integrated with sales and customer service.

- Eliminate costs associated with third-party email service providers and take control of your own email marketing campaigns - with no additional per contact or per email

- fees
- Create and apply dynamic email templates using the new text editor, allowing you to copy content from Microsoft Word and Outlook while maintaining formats such as bullet points, text font and size, including the insertion of tables
- To maximize brand design, import HTML code or completed HTML templates directly in the email campaign dialogue, including images, which can be embedded into the code to ensure images display every time
- Maximize new responsive email templates available to use within the email editor, including merging fields from Landing pages. Ensure emails will present correctly, with accurate personalisation, no matter the device used to view them, including mobile phones, tablets, laptops or desktops
- Send targeted, relevant and personalised information to your contacts through newsletters, product announcements, promotions and event invitations, including personalisation of the subject field — all executed through automated email (html or plain text), fax or print campaigns¹
- Tailor your messages and create targeted lists to send scheduled, multi-phase campaigns
- Personalise subject lines and content inside the body by merging any field from each contact record
- Create and apply dynamic email templates with additional security to promote sharing, without the fear

of the template being overwritten, for standardised communications to multiple prospects or contacts through Windows desktop or web access

- Gain insight into campaign response and ROI through detailed metrics to refine your campaigns
- Provide your marketing team with the option of full online marketing campaign functionality, including setup, tracking and robust reporting through web access.

Deliver targeted messages that matter

Email preferences and anti-spam management

- Meet new data protection legislation by managing your contacts email preferences with various unsubscribe options, including: marketing and promotional emails, customer service notifications, newsletters and help and tips
- View a contact's preferences within the address book, with specific views detailing if consent to send email communications is present, expired or withdrawn, therefore allowing the seamless tracking of an individual's opt-in and opt-out requests
- Manage unsubscribe requests, with the automatic unsubscribe signature that will appear at the bottom of each email template, allowing recipients to automatically unsubscribe from the various email types, modifying their email

1. Fax and print campaign management is only available in Enterprise Edition



*Built-in Reports:
Gain instant views of business
metrics with an automated
dashboard template.*



preferences within their contact record

- Ensure emails are never sent to individuals who have opted-out by selecting the email type within the email editor and Maximizer will ensure the email is only sent to individuals with consent.

List management

Sending messages that are anticipated, personalised and relevant ensures that customers and prospects not only respond positively, but also perceive value in your organisation and continue to want to do business with you.

- Segment your contacts to execute targeted email, print, or fax direct marketing campaigns
- Easily employ list rentals, event lists and mailing houses by importing and exporting lists in Excel®, CSV, ASCII or XML format
- Avoid the risks and costs associated with third-party email service providers and tightly manage your own lists, including opt-in and opt-out requests
- Combine entries to clean database with duplicate entry checking
- Comply with privacy, do-not-call and anti-spam legislation and avoid costly non-compliance penalties with staff alerts on records, and system enforcement in email marketing
- Provide customers with opt-out links in email campaigns that automatically update their account record
- Leverage lead generation channels,

such as your website, to capture information directly into Maximizer CRM

- Quickly respond to leads from information requests, online surveys and event registration with automatically generated follow-up tasks and/or a scheduled series of follow-up emails.

Capitalise on opportunities with timely automated messages and activities

Dynamic email marketing with workflow automation²

Ensure that every lead is followed up on by scheduling automated ongoing communications, flagging critical milestones and monitoring team performance. Nurture relationships with a series of time-based, relevant messages triggered by specific actions such as a web site download³, purchase, service incident or inquiry - for example, a personalised thank-you message and product training offer after purchase. Merge customer information with quick sales email templates to enable efficient and timely follow-up.

- Schedule a series of personalised, dynamic email messages based on prospect or customer actions and profiles
- Set-up automated processes for lead management, such as automatically responding to web enquiries with a series of emails and alerting the appropriate sales representatives to follow up, using

the new alarm panel – from which Sales can see all opportunities assigned, actions required and the contact's address book details to prep from the initial sales call and generate a higher conversion

- Save time handling inbound email inquiries by scanning messages for keywords and routing accordingly for rapid response
- Keep managers informed of progress or alerted to exceptions such as deals closed resulting from a specific lead source, or delays in lead follow-up
- Plan and direct multiple projects and teams by using Action Plans to assign tasks, stay on schedule and track resources to specific projects
- Generate sales leads through web forms and email and/or phone response
- Drive traffic to purchase online via web pages or a "buy now" call to action
- Send dynamic email marketing follow-ups to downloads and registrations, based on customer profiles and preferences
- Track response thorough email open rates and click-throughs for up to five separate landing page URLs
- Use Action Plans available through Windows desktop or web access to schedule lead follow-up on activities
- Receive notification of email bounce-backs
- Use your own server to save on heavy service provider costs.

2. Workflow Automation powered by KnowledgeSync is an add-on product with additional licence fees.
3. Trigger alerts and reports require Crystal Reports Server or Workflow Automation - both add-on products with additional licence fees

Refine campaigns and target more effectively

Business intelligence in marketing

Tap into campaign metrics to optimise sales opportunities in profitable market segments and benefit from the convenience of online campaign management functionality.

- Run marketing reports or export them to Excel with one click, incorporating the metrics and ratios that enable comprehensive assessments of your campaigns
- Stay advised of campaign progress with real-time mobile dashboards displaying metrics on your smartphone
- Track up to five separate landing page URLs in your email marketing campaigns to provide insight into which links are getting the best responses, for campaign refinement going forward
- Conduct on-the-fly trend analysis with 175 standard reports, including lead status summaries and sales revenues, customised column views and one-click export to Excel
- Improve marketing productivity and identify what works
- Automatically calculate campaign ROI - instantly see conversion rates, evaluate the cost of customer acquisition and interpret response rates to focus on what's working
- Collect data from web forms directly into Maximizer CRM, including any custom fields
- View campaign response rates at-a-

glance to identify which tactics are most successful

- Comply with privacy, do-not-call and anti-spam legislation with out-of-the box, system enforced safeguards
- Calculate your return on investment through automatic marketing campaign integration with sales leads and opportunities
- Automate processes and receive email alerts to monitor critical situations, such as leads unassigned
- Improve marketing productivity and identify what works
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- Comply with privacy, do-not-call and anti-spam legislation with out-of-the box, system enforced safeguards
- Calculate your return on investment through automatic marketing campaign integration with sales leads and opportunities
- Automate processes and receive email alerts to monitor critical situations, such as leads unassigned or those not followed-up on in a timely manner, with Maximizer CRM workflow automation.

Web marketing

Web marketing using Maximizer CRM's Marketing Automation allows you to maximize the lead generation potential of your website through CRM web lead capture - importing leads captured through a web form directly into Maximizer CRM.

Maximizer CRM includes an easy-to-use, wizard-driven web form creation tool that guides you through the process of creating an online marketing form. Web marketing is easily automated so customer records are created and leads are automatically assigned to the right sales person for follow-up and closing. Boost your online marketing ROI with web marketing through Maximizer CRM!

- Create quick, professional web forms to capture any data fields you require
- Customise the form with your company's branding and graphics.

Collaborate with sales and service to provide consistency

Account management and company library

Lower your marketing and sales support costs by electronically distributing information and resources that your sales and service staff need to increase sales.

- Keep staff informed of campaign activities related to each account for more effective selling and servicing
- Flag or remove accounts with



outstanding service issues or deals before proceeding with a promotion

- Share the latest marketing collateral and documents in any file format (including Microsoft Word®, Excel®, PowerPoint® and PDF) with sales and service staff through a searchable electronic document repository
- Create and apply email templates for standardised, professional communications to multiple customers or prospects
- Schedule a series of activities prospecting or following-up on leads or with Action Plans.

sales pipeline.

- Build complete customer and prospect profiles by capturing links to all relevant social networks in one place
- Obtain up-to-date information on your contacts, with direct links to external websites and social media profiles (blogs, Twitter®, Facebook®, LinkedIn®).

Expand your marketing channels with social media

Social connection

Build dynamic social profiles of customers and prospects by linking directly to relevant social networks and contacts' using web-linked URL profiles.

- Prospect and generate new sales opportunities with the ability to search, view and, via new URL User-Defined Field, link directly to contacts' or companies' LinkedIn® profiles, Twitter® feed or Facebook® page
- Determine key contacts within a company to target those with the greatest influence in the purchase decision.

Social profile building

Add web-to-lead forms to landing pages promoted on Facebook® and Twitter®, for automated lead generation feeding



About Maximizer Software

Maximizer Software delivers Customer Relationship Management (CRM) software and professional services to meet the needs, budgets and access requirements of entrepreneurs, small and medium businesses and divisions of large enterprises.

Simple, easy to use and affordable, Maximizer CRM enables companies to mobilise their workforces through all-access web, smart phone, tablet and desktop delivery methods. Easily configurable for organisations in any industry, Maximizer CRM optimises sales processes, enhances marketing initiatives and improves customer service to ultimately boost productivity and revenue.

With headquarters in Canada and offices and business partners worldwide, Maximizer Software has sold over one million licences to more than 120,000 customers since 1987.

Maximizer Approved Partner



T: +32 (0)13 771902
F: +32 (0)13 777372
E: info@adafi.be
W: www.adafi.be

Technology Partners



Maximizer CRM

Maximizer CRM helps small and medium-sized businesses maximize their marketing, sales, customer satisfaction capabilities and enhance their productivity and efficiency through the optimisation of what resources they have.

Why Maximizer CRM?

- Simple & quick to deploy, use and maintain
- Flexible access options through web, desktop and mobile devices
- Value for money with low total cost of ownership and monthly subscription models
- Expertise as a leader in pioneering CRM development, with more than 20 years experience.

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UK & Eire

T: +44 (0)845 555 99 56
F: +44 (0)845 555 99 66
E: info@max.co.uk
W: www.max.co.uk

France

T: +33 (0)1 70 75 81 10
E: info@maximizercrm.fr
W: www.maximizercrm.fr

Europe, Middle East, India

T: +44 (0)845 555 99 57
F: +44 (0)845 555 99 66
E: info@maximizer.eu
W: www.maximizer.eu

South Africa

T: +27 (0) 11 275 0116
F: +44 (0)845 555 99 66
E: info@maximizer.co.za
W: www.maximizer.co.za

Rest of the world

Americas

T: +1 604-601-8000
E: info@maximizer.com

Australia, New Zealand

T: +61 (0) 2 9957 2011
E: info@maximizer.co.au

Social

@MaximizerCRM
facebook.com/maximizerCRM
youtube.com/maximizer
linkedin.com/maximizer



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