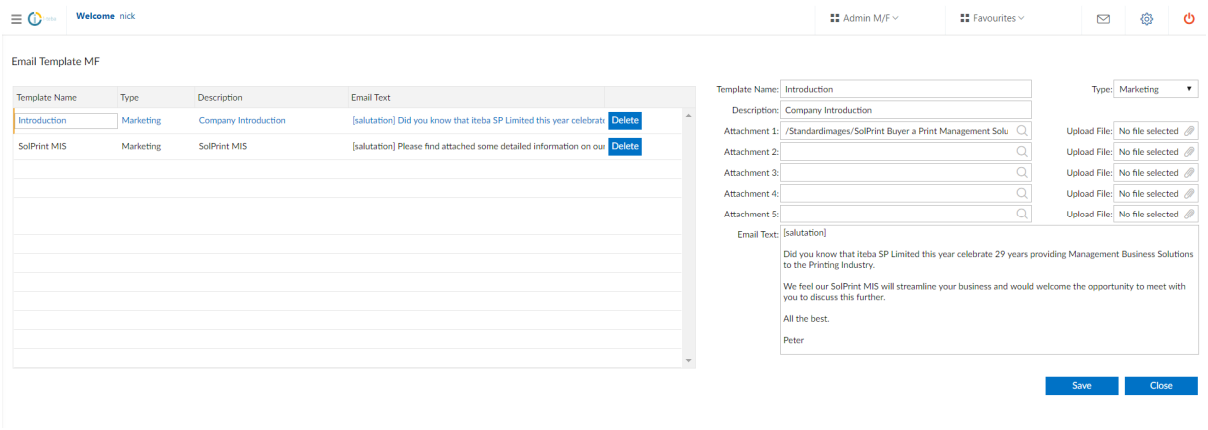
SolPrint CRM email Marketing

The SolPrint CRM database can be used to drive email Marketing Campaigns either directly from SolPrint or by exporting to an email marketing tool such as Campaign Manager.

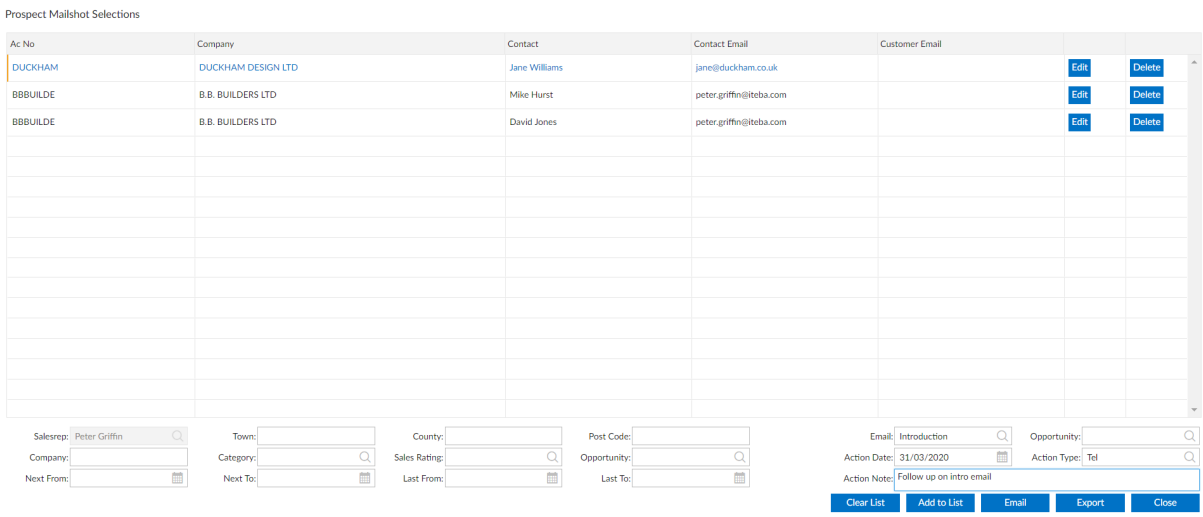
Email Marketing Templates

If using SolPrint to generate the emails you can configure standard email templates which are personalised at the time of generation.



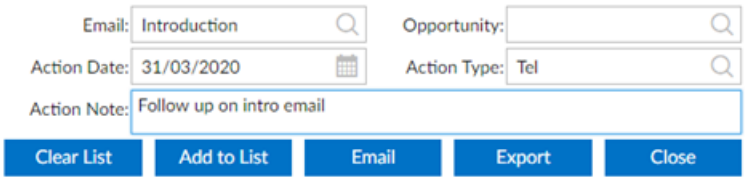
Email Campaign Selections

When creating an email campaign multiple selections can be made from the CRM database with the contacts added to a temporary email selections list. Simply enter the desired selections at the foot of the screen and click the “Add to List” button.



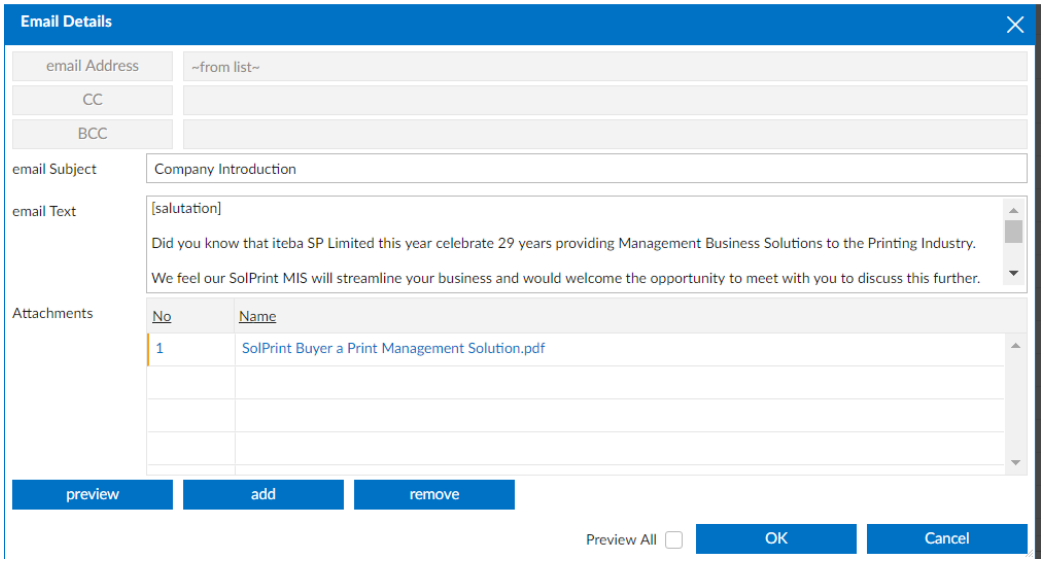
If a contact is added that you do not wish included click the Delete button on the relevant line to remove. The Edit button will allow access to the main Prospect Details for the selected line.

Once selections have been made you can enter Follow Up actions on the bottom right of the screen and optionally select an Email template for the campaign.



If you wish to export the list to an email marketing tool simply click the Export button and a file will be generated and an action created in the CRM system recording the email has been sent. If a follow up action is setup then this will be created setting a reminder for the salesrep.

If you wish to use the SolPrint emailing option then the following screen will appear.



This will allow the base email template text to be edited before being sent and any additional attachments added.

If you wish to manually view/edit each personalised email click the Preview All option.

Once an email is sent this is recorded in the Actions for the Prospect and any defined follow up action is set as a reminder for the salesrep.

Why not contact us now for a no obligation demonstration where we can show you how SolPrint could be implemented within your operation.

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