



# Marketing Management

## intro

Return on investment (ROI) is the crucial factor behind any marketing activity. promoteIT provides you with ability to accurately measure the return on your marketing activities.

An advanced and highly tailorable online marketing tool, promoteIT provides precise control and analysis at a fraction of the cost of outsourcing.

promoteIT makes it easy to gain feedback from a campaign as it runs, so you can quickly see which aspects are achieving most response and from whom. As a result it's easy to 'fine tune' your marketing for optimum results.

Companies engaged in continual large, integrated marketing programmes, 'ad-hoc' e-shot users and those new to e-marketing will all find promoteIT an invaluable tool. And, as it integrates easily with CRM systems, all the intelligence collected by promoteIT adds significantly to the power and cope of your customer database.

## benefits

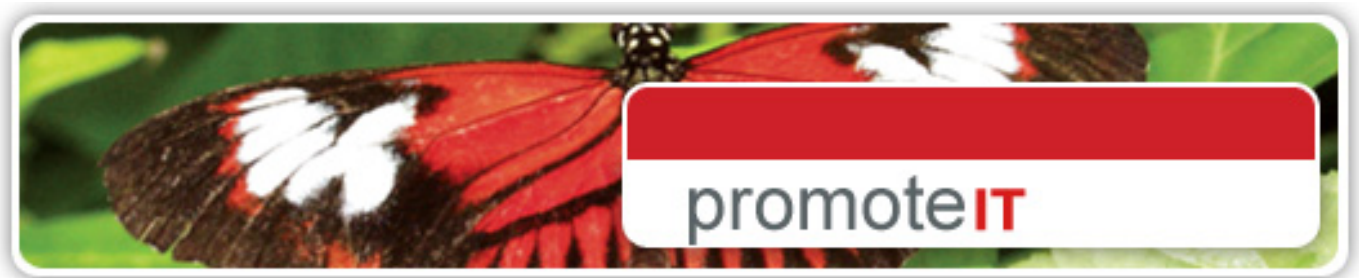
Simple and effective campaign tailoring – promoteIT is extremely effective at delivering feedback and analysis from your emarketing campaigns enabling you to refine your marketing approach to increase ROI.

A dramatic reduction in costs – using promoteIT means by passing the often-high fees charged by companies offering similar services. You can also choose to have the system hosted by REDtechnology.com and rent it on a monthly basis, keeping both your outlay and commitment to a minimum.

Easy integration with your existing CRM system – promoteIT has been designed to dovetail readily with your existing CRM system, so you can immediately benefit from its input with more accurate customer intelligence.

No need to upgrade your existing hardware – it may be that having REDtechnology.com host promoteIT for you is your company's best option.

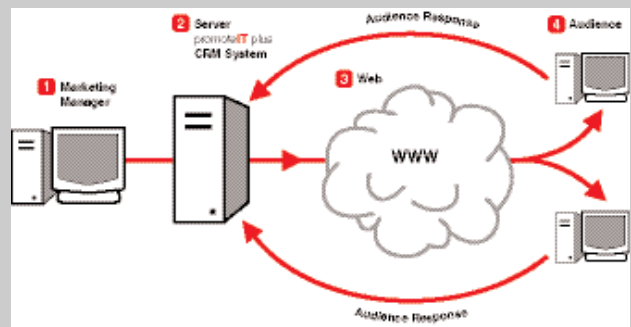
Fast and secure – promoteIT is built on Microsoft .NET technology, so the system combines both speed and a high degree of security.



## How it works

promoteIT helps build your market intelligence by collecting data from your marketing campaigns as they run.

However the customer is driven to your website – via a press advertisement, an online banner or an e-shot for instance – our special URLs allow tracking of their actions through your site.



promoteIT delineates which campaign a given response has been driven by, so you can see at a glance which approach works best, and the offers, product or services that are most popular.

Naturally, any campaign will generate its share of bounced emails and unsubscribe requests, and promoteIT can recognise and handle these appropriately, logging details to the database.

One of the great strengths of promoteIT is the fact that it allows you to tailor campaigns as they run, based on the feedback generated. Equally, the system is invaluable in compiling data for promoteIT is intuitive in that it deals with plain text and html issues – ensuring that the person receiving the mail can receive in whatever format is appropriate.

As promoteIT has been designed to integrate easily with CRM, its marketing intelligence can inform every aspect of building your customer relationships.

Data can be presented as a web page, a spreadsheet or a database which readily slots-in with your existing CRM package.

### Part of the Bigger Picture

Although a powerful marketing tool in its own right, Marketing Management becomes still more productive when a part of REDtechnology.com's promoteIT website management system.

You can action mass e-shots simply and quickly at very low cost, simultaneously collecting valuable customer intelligence.

Marketing Management with promoteIT is the ultimate e-marketing tool for a genuine competitive advantage.